



# Retail Audits: Mangos

December 2025



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# Overview

## Background

The National Mango Board (INMB) wanted to take inventory of in-store conditions in additional markets and at additional retailers across the country.

NMB wanted to gather information in December during peak Mexico season and again in December during South America season.

Category Partners (CP) worked with NMB to select a set of markets across the U.S., each consisting of various retailers.

## Approach

To gather this information, CP conducted store visits in 20 markets across the U.S. The study included a good mix of markets across with U.S., including markets with both higher and lower mango sales.

As a follow up to store visits conducted in July, CP visited seven stores within each market, and included a variety of channels and retailers in each market, including traditional supermarkets, superstores, discount stores and natural/specialty retailers.

Store visits were conducted between December 1 and December 7, 2025.

## Goals

The goal is to provide NMB with a snapshot of store conditions, including category space, display locations, adjacencies and presence of signage, items carried, pricing and promotions.

This information can be useful to NMB to understand current conditions as they work with their retail partners to attract consumers and increase mango consumption.

# Key Findings

- ▶ Compared to July, stores generally had fewer displays, devoted less space and carried fewer items in December.
- ▶ Further, most stores had a more limited assortment, with many stores carrying only bulk red/green varieties.
  - ▶ Fewer stores carried organic mangoes, and even fewer carried yellow mangos during the December store visits.
- ▶ Denver and Portland were most likely to have multiple displays, with both markets averaging 2.1 displays in December.
- ▶ Austin and Portland had the greatest number of mango items, averaging 3.3 and 2.0 mango items, respectively.
  - ▶ Relative to other markets, Portland, Boston and Philadelphia more often carried organic mangos.
- ▶ Stores in the Austin, Los Angeles and Sacramento markets more often ran promotions on mangos during the December visits.



# Market Overview

Market	Avg Number of Displays	Total SF	Number of Items	Stores with Organics	Bulk Red/Green Reg Price	Store Running Promotions
Albany	1.1	1.5 – 12.6 SF	1.0	0	\$1.47 - \$1.99	2
Atlanta	1.6	1.6 – 11.8 SF	1.7	2	\$1.08 – \$2.99	3
Austin	1.7	1.6 – 36.9 SF	3.3	2	\$1.19 - \$2.50	6
Boston	1.1	1.0 – 10.5 SF	1.3	3	\$1.39 - \$1.99	2
Chicago	1.4	4.0 – 27.0 SF	1.1	0	\$0.89 - \$2.00	3
Cincinnati	1.7	1.5 – 11.4 SF	1.1	1	\$0.99 – 2/\$4.00	0
Denver	2.1	1.7 – 13.8 SF	1.6	2	\$1.08 – 2/\$6	4
Detroit	1.9	3.3 – 12.5 SF	1.0	0	\$1.24 – 2/\$4.00	4
Indianapolis	1.1	2.0 – 20.1 SF	1.3	1	\$1.08 – 2/\$5.00	3
Los Angeles	1.1	2.7 – 25.0 SF	1.3	1	\$0.99 - \$2.99	5
Miami	1.0	1.6 – 6.1 SF	1.1	0	\$0.99 – 2/\$5.00	4
Nashville	1.6	2.3 – 13.5 SF	1.3	1	\$1.08 – 2/\$4.00	3
New Orleans	1.0	1.0 – 9.0 SF	1.1	0	\$1.24 – \$2.19	3
Orlando	1.0	1.3 – 9.0 SF	1.4	0	\$0.99 – 2/\$5.00	0
Philadelphia	1.7	2.5 – 13.3 SF	1.4	3	\$0.75 - \$2.49	4
Phoenix	1.3	0.6 – 10.3 SF	1.6	2	\$1.24 – 2/\$5.00	2
Portland	2.1	2.4 – 15.4 SF	2.0	5	\$1.08 – 2/\$6.00	2
Raleigh	1.1	0.9 – 9.0 SF	1.4	1	\$0.75 - \$2.49	2
Sacramento	1.1	1.0 – 14.6 SF	1.0	1	\$1.24 - \$1.99	5
Seattle	1.1	1.5 – 30.0 SF	1.0	1	\$1.24 – 2/\$7.00	3

# Channel Overview

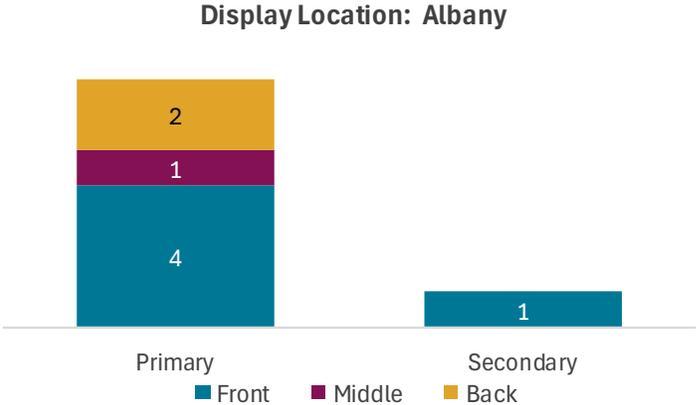
- ▶ In December, discount stores were more likely to have a secondary mango display. In July, Supermarket and Superstores more often had secondary displays.
- ▶ While we only visited four natural/specialty stores in December, the displays were generally larger, averaging 8.1 total SF.
- ▶ Averaging 1.7 mango items per store in December, supermarkets were more likely than other stores in other channels to carry multiple varieties or types of mangos.

Market	Number of Stores Visited		Avg Number of Displays		Total SF		Number of Items		Stores with Organics		Bulk Red/Green Reg Price		Bulk Yellow Reg Price		Store Running Promotions	
	July	Dec.	July	Dec.	July	Dec.	July	Dec.	July	Dec.	July	Dec.	July	Dec.	July	Dec.
Supermarket	139	91	1.6	1.3	8.4	6.3	2.2	1.7	38 / 139	23 / 91	\$0.59 - \$4.49	\$0.99 - 2/\$7.00	\$0.50 - 2/\$4.00	\$0.67 - 2/\$4.00	78 / 139	40 / 91
Superstores	58	31	1.6	1.3	9.1	5.3	1.8	1.1	12 / 58	0 / 31	\$0.87 - \$2.39	\$1.08 - \$1.99	\$0.67 - \$1.19	n/a	4 / 58	13 / 31
Discount	26	14	1.2	1.5	6.3	6.3	1.1	1.0	0 / 26	0 / 14	\$0.59 - \$2.50	\$0.75 - 2/\$5.00	\$0.55 - \$2.50	n/a	2 / 26	5 / 14
Natural/ Specialty	18	4	1.3	1.3	7.0	8.1	2.3	1.5	11 / 18	3 / 4	4/\$5.00 - \$2.99	\$1.69 - 2/\$4.00	\$0.88 - \$1.69	n/a	3 / 18	2 / 4

# **Albany/Schenectady/Troy Market**

# December Mango Displays: Albany

- ▶ In the Albany market, mango displays were most often located in the front of the produce department.
- ▶ The primary mango displays averaged 4.6 SF; one store had a 3.6 SF secondary display.
- ▶ Only two stores, Aldi and Walmart, dedicated 9 SF or more to mangos. Two stores, including Price Chopper and Hannaford, had less than 3 SF total.
- ▶ Mangos were most often located next to kiwifruit, dragon fruit, bananas, Asian pears and mandarins.



Fixtures	Primary	Secondary
Waterfall	5	1
End cap	1	
Bin	1	
Basket	1	

Average Space Primary Display:  
**4.6 SF**

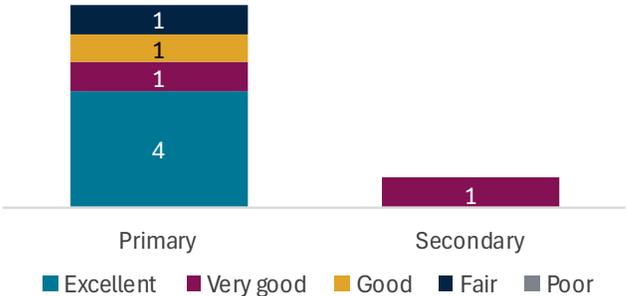
Average Space Secondary Display:  
**3.6 SF**

Largest Total Space:  
Aldi  
**12.6 SF**

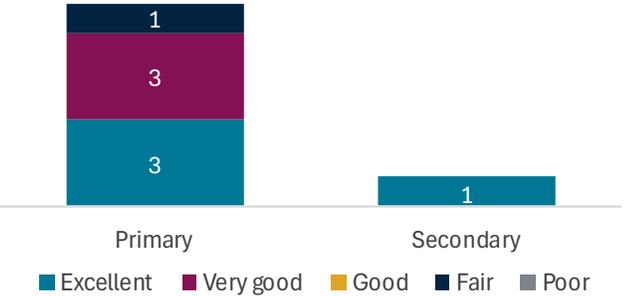
Smallest Total Space:  
Price Chopper  
**1.5 SF**

# December Mango Displays: Albany

Display Condition: Albany



Mango Condition: Albany



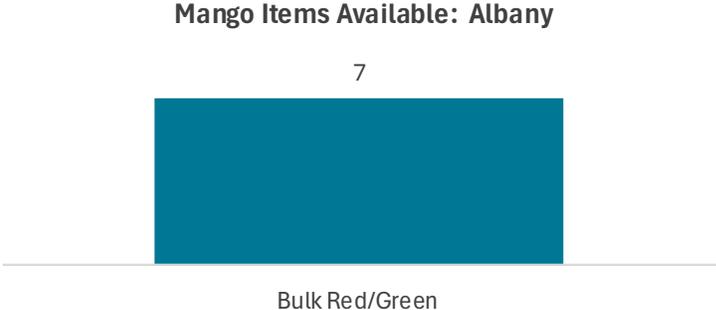
- ▶ Display conditions in the Albany market were generally very good or excellent; mango conditions were also generally very good or excellent.
- ▶ Displays were typically full or mostly full; however, one was low on mangos.
- ▶ All stores had had only price and/or promotion signage.

Displays	Primary	Secondary
Fully stocked	3	
Mostly full	2	1
Half full	1	
Low	1	
Empty		

Signage	Primary	Secondary
Total	7	1
Price	6	
Ad/Promo	2	1

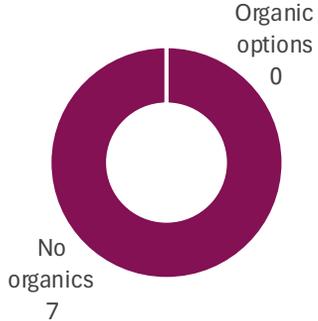
# December Mango Varieties: Albany

- ▶ All stores carried only bulk red/green varieties, ranging in price from \$1.47 to \$1.99.
- ▶ None of the stores in the Albany market carried an organic option.
- ▶ Overall, two of the seven stores were promoting mangos at the time of the store visits.
  - ▶ Promoted price ranged from \$0.89 to \$1.08.

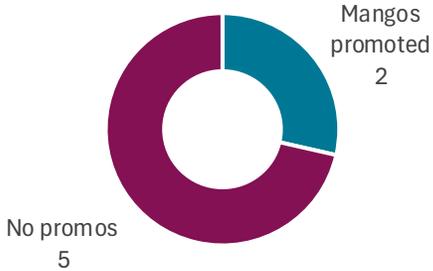


Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$1.47 - \$1.99	\$0.89 - \$1.08

**Stores with Organic Mangos**



**Stores with Mango Promotions**



# December Mango Displays: Albany

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Aldi	Colonie	2	12.6	Front	Good	Excellent	Promo	Bulk Red/Green
Hannaford/Shop N Save	Colonie	1	2.4	Middle	Fair	Fair	Price	Bulk Red/Green
Hannaford/Shop N Save	Schenectady	1	3.0	Back	Very good	Very good	Price	Bulk Red/Green
Price Chopper	Albany	1	1.5	Back	Excellent	Very good	Price	Bulk Red/Green
Price Chopper	Colonie	1	3.8	Front	Excellent	Very good	Price	Bulk Red/Green
Price Chopper	Schenectady	1	3.4	Front	Excellent	Excellent	Price	Bulk Red/Green
Walmart	Albany	1	9.0	Front	Excellent	Excellent	Price, Promo	Bulk Red/Green

# December Mango Varieties: Albany



Price Chopper, Schenectady, NY

Retailer	City	Color	Bulk/Pkg	Origin	Price	Sale Price
Aldi	Colonie	Red/Green	Bulk	Ecuador	Not shown	\$0.89
Hannaford/Shop N Save	Colonie	Red/Green	Bulk	USA	\$1.99	
Hannaford/Shop N Save	Schenectady	Red/Green	Bulk	Puerto Rico	\$1.99	
Price Chopper	Albany	Red/Green	Bulk	Ecuador	\$1.99	
Price Chopper	Colonie	Red/Green	Bulk	Brazil	\$1.99	
Price Chopper	Schenectady	Red/Green	Bulk	Ecuador	\$1.99	
Walmart	Albany	Red/Green	Bulk	Ecuador	\$1.47	\$1.08

# December Mango Displays: Albany



Hannaford/Shop N Save, Schenectady, NY

Walmart, Schenectady, NY



Price Chopper, Albany, NY



Price Chopper, Schenectady, NY

Aldi, Colonie, NY

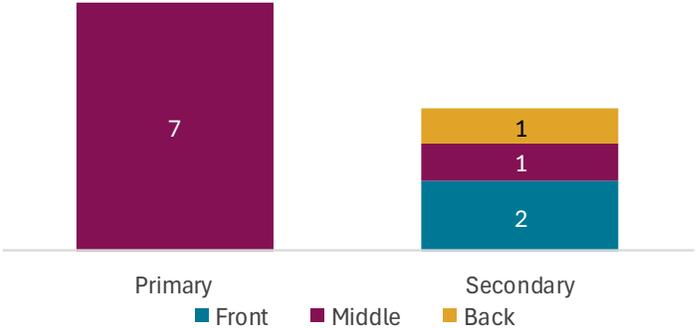


# Atlanta Market

# December Mango Displays: Atlanta

- ▶ In the Atlanta market, mango displays were most often located in the middle of the produce department.
- ▶ The primary mango displays averaged 2.4 SF; four stores had a secondary displays with an average of 5.4 SF.
- ▶ Only Walmart dedicated more than a total of 10 SF to mangos. Two stores, including Target and one Publix store, had less than 3 SF total.
- ▶ Mangos were most often located next to coconuts, dragon fruit, pineapple, papaya and oranges.

Display Location: Atlanta



Fixtures	Primary	Secondary
Table	5	
Waterfall	2	1
Basket	2	
End cap	1	1
Bin		2

Average Space Primary Display:  
**2.4 SF**

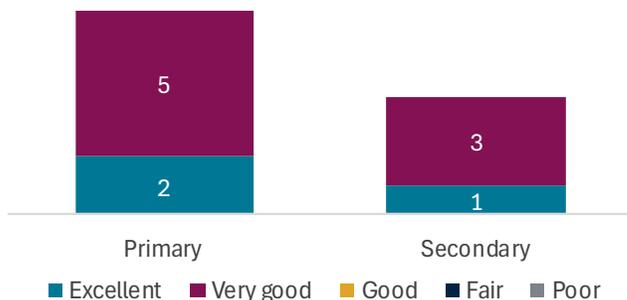
Average Space Secondary Display:  
**5.4 SF**

Total Space: Walmart  
**11.8 SF**

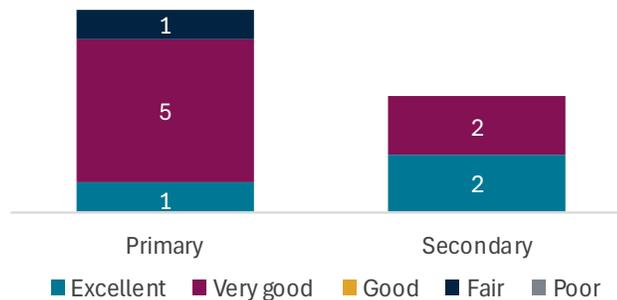
Smallest Total Space: Fresh Market  
**1.6 SF**

# December Mango Displays: Atlanta

Display Condition: Atlanta



Mango Condition: Atlanta



- ▶ Display conditions in the Atlanta market were very good or excellent; mango conditions were also typically very good or excellent.
- ▶ Displays were all either full or mostly full.
- ▶ Most displays had signage, limited to price or promotion signage.

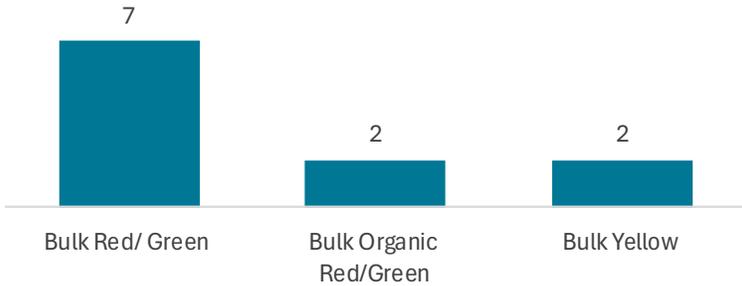
Displays	Primary	Secondary
Fully stocked	4	3
Mostly full	3	1
Half full		
Low		
Empty		

Signage	Primary	Secondary
Total	6	4
Price	6	3
Ad/Promo	2	2

# December Mango Varieties: Atlanta

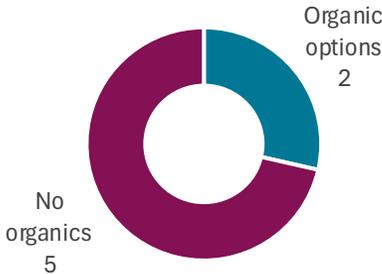
- ▶ All stores carried bulk red/green varieties, ranging in price from \$1.08 to \$2.99.
- ▶ Two stores carried bulk yellow mangos, with an everyday price of 2/\$4.00.
- ▶ Two stores in the Atlanta market carried an organic option.
- ▶ Overall, three of the seven stores promoted mangos at the time of the store visits.
  - ▶ Promoted prices ranged from \$0.98 to 3/\$5.00 for bulk red/green mangos.

Mango Items Available Atlanta



Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$1.08 - \$2.99	\$0.98 - 3/\$5.00
Bulk Org Red/Green	\$2.50 - \$2.99	n/a
Bulk Yellow	2/\$4.00	n/a

Stores with Organic Mangos



Stores with Mango Promotions



# December Mango Displays: Atlanta

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Varieties
Fresh Market	Atlanta	1	1.6	Middle	Excellent	Excellent	Price	Bulk Red/Green
Ingles	Stone Mountain	2	9.5	Front, Middle	Very good	Very good	Price, Promo	Bulk Red/Green
Kroger	Atlanta	2	5.3	Front, Middle	Very good	Excellent, Very good	Price	Bulk Red/Green, Bulk Organic Red/Green
Kroger	Sandy Springs	1	3.3	Middle	Very good	Very good	Price	Bulk Red/Green, Bulk Organic Red/Green
Publix	Decatur	2	4.2	Middle	Excellent, Very good	Excellent, Very good	Price, Promo	Bulk Red/Green, Bulk Yellow
Publix	Sandy Springs	1	2.7	Middle	Very good	Very good	Price, Promo	Bulk Red/Green, Bulk Yellow
Walmart	Chamblee	2	11.8	Middle, Back	Excellent, Very good	Very good, Fair	Price	Bulk Red/Green

# December Mango Varieties: Atlanta



Kroger, Atlanta, GA

Retailer	City	Color	Bulk/Pkg	Origin	Price	Sale Price
Fresh Market	Atlanta	Red/Green	Bulk	Ecuador	\$2.99	
Ingles	Stone Mountain	Red/Green	Bulk	Ecuador	2/\$5	
		Red/Green		Ecuador	\$1.68	\$0.98
Kroger	Atlanta	Red/Green	Bulk	Ecuador	2/\$4	
		Organic Red/Green	Bulk	Ecuador	\$2.50	
Kroger	Sandy Springs	Red/Green	Bulk	Ecuador	2/\$4	
		Organic Red/Green	Bulk	Ecuador	\$2.99	
Publix	Decatur	Red/Green	Bulk	Ecuador	\$2.10	3/\$5
		Yellow	Bulk	Peru	2/\$4	
Publix	Sandy Springs	Red/Green	Bulk	Ecuador	\$2.50	3/\$5
		Yellow	Bulk	Peru	2/\$4	
Walmart	Chamblee	Red/Green	Bulk	Ecuador	\$1.08	

# December Mango Displays: Atlanta



Kroger, Sandy Springs, GA



Walmart, Chamblee, GA



Ingles, Stone Mountain, GA

Fresh Market,  
Atlanta, GA



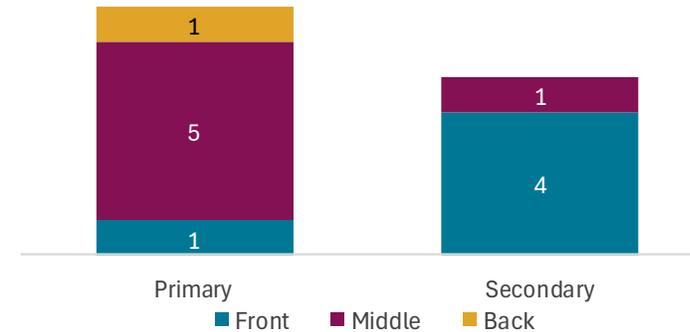
Publix,  
Decatur, GA

# Austin Market

# December Mango Displays: Austin

- ▶ In the Austin Market, mango displays were most often located in the middle or front of the produce department.
- ▶ The primary mango displays averaged 14.0 SF; five stores had secondary displays, averaging 9.0 SF.
- ▶ All four HEB stores visited dedicated more than a total of 20 SF to mangos. Randalls and one Walmart store had less than 5 SF total.
- ▶ Mangos were most often located next to pineapples, papaya, ginger, pomegranate, kiwifruit, aloe and cherries.

Display Location: Austin



Fixtures	Primary	Secondary
Waterfall	5	
Table	1	4
Bin	1	1
End cap	1	

Average Space Primary Display:  
**14.0 SF**

Average Space Secondary Display:  
**9.0 SF**

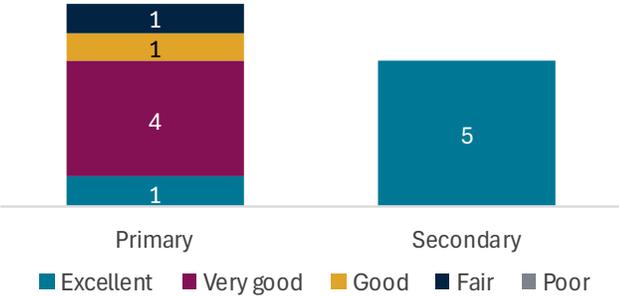
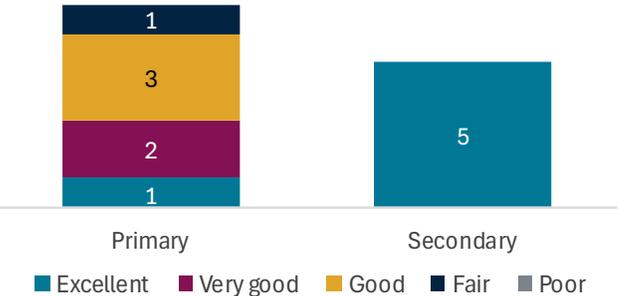
Total Space: HEB  
**36.9 SF**

Smallest Total Space: Randalls  
**1.6 SF**

# December Mango Displays: Austin

Display Condition: Austin

Mango Condition: Austin



- ▶ Display conditions in the Austin market were generally good to excellent; mango conditions were also typically good to excellent.
- ▶ Displays were more often full or mostly full; however, a couple of displays were low on mangos.
- ▶ All displays had signage, most often price or promotion signage. One store included variety signage.

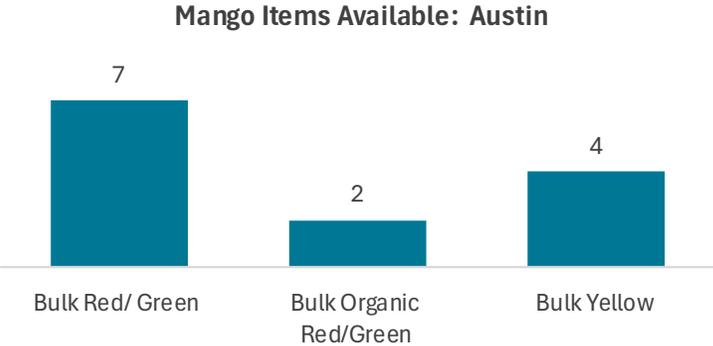
Displays	Primary	Secondary
Fully stocked	2	5
Mostly full	2	
Half full	1	
Low	2	
Empty		

Signage	Primary	Secondary
Total	7	5
Price	7	1
Ad/Promo	6	5
Variety	1	

Source: Category Partners, Identifying In-store Conditions for the Mango Category, December 2025

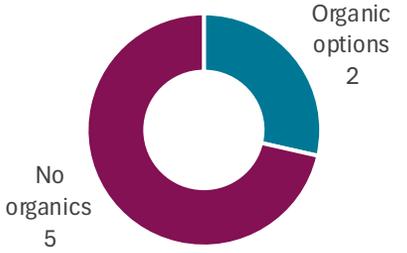
# December Mango Varieties: Austin

- ▶ All stores carried bulk red/green varieties, ranging in price from \$1.15 to \$2.50.
- ▶ Four stores carried bulk yellow mangos, with an everyday price between \$0.67 and \$1.98.
- ▶ Two stores in the Austin market carried an organic option.
- ▶ Overall, six of the seven stores promoted mangos at the time of the store visits.
  - ▶ The only item promoted was red/green bulk, ranging from \$1.08 to \$1.48.

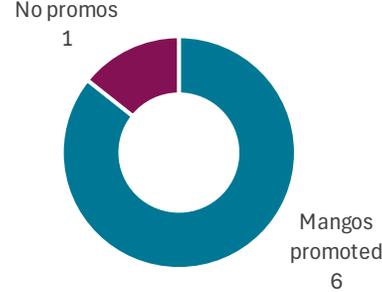


Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$1.15 - \$2.50	\$1.08 - \$1.48
Bulk Org Red/Green	\$2.50 - \$3.48	n/a
Bulk Yellow	\$0.67 - \$1.98	n/a

**Stores with Organic Mangos**



**Stores with Mango Promotions**



# December Mango Displays: Austin

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Varieties
HEB	Austin	2	29.0	Front, Middle	Excellent, Good	Excellent, Very good	Price, Promo	Bulk Red/Green, Bulk Organic Red/Green, Bulk Yellow
HEB	Austin	2	36.9	Middle	Excellent, Good	Excellent, Fair	Price, Promo	Bulk Red/Green, Bulk Yellow
HEB	Cedar Park	2	23.9	Front, Middle	Excellent, Good	Excellent, Very good	Price, Promo	Bulk Red/Green, Bulk Organic Red/Green, Bulk Yellow
HEB	Round Rock	2	35.3	Front, Middle	Excellent	Excellent	Price, Promo	Bulk Red/Green, Bulk Yellow
Randalls	Cedar Park	1	1.6	Back	Very good	Very good	Price	Bulk Red/Green
Walmart	Austin	2	11.4	Front, Middle	Excellent, Fair	Excellent, Good	Price, Promo	Bulk Red/Green
Walmart	Cedar Park	1	4.8	Front	Very good	Very good	Price, Promo	Bulk Red/Green

# December Mango Varieties: Austin



H E B, Cedar Park, TX

Retailer	City	Color	Bulk/Pkg	Origin	Price	Sale Price
H E B	Austin	Red/Green	Bulk	Ecuador, Brazil	\$1.19	
		Red/Green	Bulk	Ecuador, Brazil	\$1.71	\$1.47
		Red/Green	Bulk	Ecuador, Brazil	\$2.50	
		Organic Red/Green	Bulk	Ecuador	\$3.48	
		Yellow	Bulk	Ecuador	\$0.67	
		Yellow	Bulk	Ecuador	\$1.98	
H E B	Austin	Red/Green	Bulk	Ecuador	\$1.19	
		Red/Green	Bulk	Ecuador	Not shown	\$1.47
		Red/Green	Bulk	Ecuador	\$2.50	
		Yellow	Bulk	Ecuador	\$0.67	
		Yellow	Bulk	Ecuador	\$1.98	
H E B	Cedar Park	Red/Green	Bulk	Brazil	Not shown	\$1.47
		Red/Green	Bulk	Brazil	\$2.50	
		Organic Red/Green	Bulk	Ecuador	\$2.50	
		Yellow	Bulk	Ecuador	\$1.19	
H E B	Round Rock	Red/Green	Bulk	Ecuador	\$1.19	
		Red/Green	Bulk	Ecuador	Not shown	\$1.47
		Red/Green	Bulk	Ecuador	\$2.50	
		Yellow	Bulk	Ecuador	\$0.67	
		Yellow	Bulk	Ecuador	\$1.98	
Randalls	Cedar Park	Red/Green	Bulk	Ecuador	\$2.49	
Walmart	Austin	Red/Green	Bulk	Peru	\$1.24	\$1.08
Walmart	Cedar Park	Red/Green	Bulk	Peru	\$1.15	\$1.08

# December Mango Displays: Austin



H E B, Austin TX

H E B, Round Rock, TX



Randalls,  
Cedar Park, TX



Walmart, Austin, TX

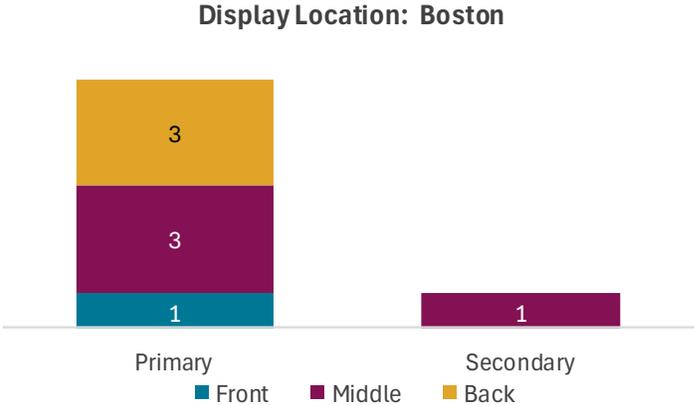


Walmart, Cedar Park, TX

# Boston/Manchester Market

# December Mango Displays: Boston

- ▶ In the Boston market, mango displays were most often located in the middle or back of the produce department.
- ▶ The primary mango displays averaged 3.5 SF; one store had a small secondary displays with 1.0 SF.
- ▶ Only Demoulas/Market Basket dedicated more than a total of 5 SF to mangos. Target had less 1 SF total.
- ▶ Mangos were most often located next to kiwifruit, apples, carrots, papayas, persimmons and pineapple.



Fixtures	Primary	Secondary
Table	3	
End cap	2	
Waterfall	1	1
Bin	1	

Average Space Primary Display:  
**3.5 SF**

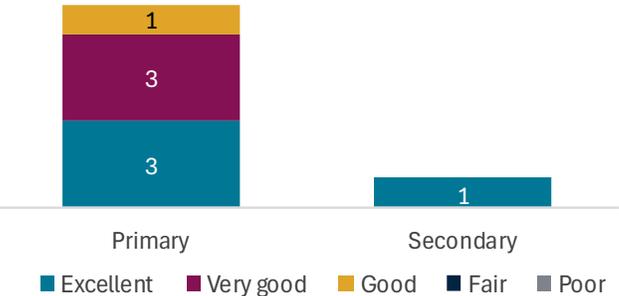
Average Space Secondary Display:  
**1.0 SF**

Total Space: Demoulas/Market Basket  
**10.5 SF**

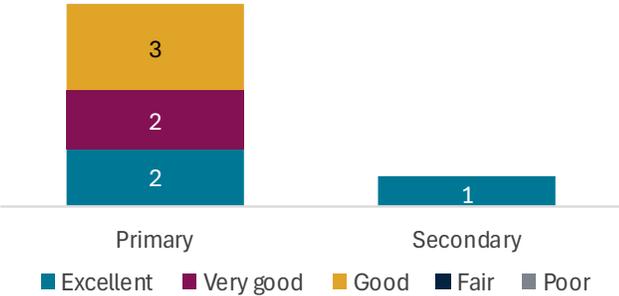
Smallest Total Space: Target  
**1.0 SF**

# December Mango Displays: Boston

Display Condition: Boston



Mango Condition: Boston



- ▶ Display conditions in the Boston market were generally very good or excellent; mango conditions were good to excellent.
- ▶ Displays were typically full; however, one was half full.
- ▶ All displays had signage. In addition to price, some stores including signage with information on promotions, flavor, origin and health.

Displays	Primary	Secondary
Fully stocked	6	1
Mostly full		
Half full	1	
Low		
Empty		

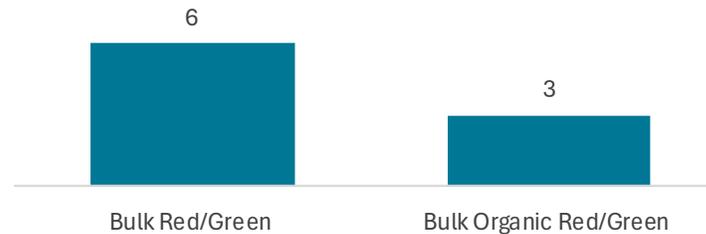
Signage	Primary	Secondary
Total	7	1
Price	7	1
Ad/Promo	2	
Flavor	1	
Origin	1	
Health	1	

Source: Category Partners, Identifying In-store Conditions for the Mango Category, December 2025

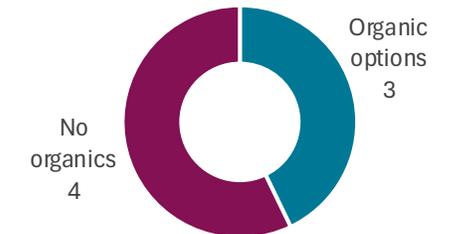
# December Mango Varieties: Boston

- ▶ Most stores carried bulk red/green varieties, ranging in price from \$1.39 to \$1.99.
- ▶ Three stores in the Boston market carried an organic option.
- ▶ Overall, two of the seven stores promoted mangos at the time of the store visits.
  - ▶ Promoted price was \$1.69.

Mango Items Available: Boston

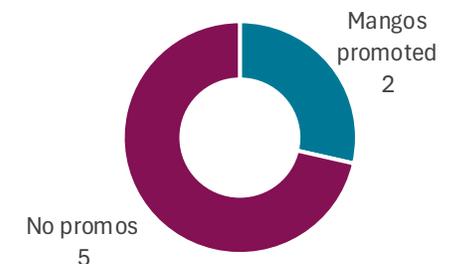


Stores with Organic Mangos



Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$1.39 - \$1.99	\$1.69
Bulk Org Red/Green	\$2.79 - \$2.99	n/a

Stores with Mango Promotions



# December Mango Displays: Boston

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Demoulas/Market Basket	Waltham	2	10.5	Middle, Back	Excellent	Excellent	Price, Health	Bulk Red/Green, Bulk Organic Red/Green
Hannaford	Waltham	1	3.0	Middle	Excellent	Very good	Price	Bulk Red/Green, Bulk Organic Red/Green
Shaws	Waltham	1	2.3	Back	Very good	Good	Price, Origin	Bulk Red/Green
Stop & Shop	Somerville	1	2.7	Middle	Good	Good	Price, Promo	Bulk Red/Green
Stop & Shop	Watertown	1	3.0	Middle	Very good	Good	Price, Promo	Bulk Red/Green
Target	Watertown	1	1.0	Front	Very good	Very good	Price	Bulk Red/Green
Whole Foods	Cambridge	1	3.3	Back	Excellent	Excellent	Price, Flavor	Bulk Organic Red/Green

# December Mango Varieties: Boston



Stop & Shop, Watertown, MA

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Demoulas/Market Basket	Waltham	Red/Green	Bulk	Ecuador	\$1.69	
		Organic Red/Green	Bulk	Ecuador	\$2.79	
Hannaford	Waltham	Red/Green	Bulk	Puerto Rico	\$1.99	
		Organic Red/Green		Puerto Rico	\$2.99	
Shaws	Waltham	Red/Green	Bulk	Ecuador	\$1.99	
Stop & Shop	Somerville	Red/Green	Bulk	Ecuador	\$1.99	\$1.69
Stop & Shop	Watertown	Red/Green	Bulk	Ecuador	\$1.99	\$1.69
Target	Watertown	Red/Green	Bulk	Ecuador	\$1.39	
Whole Foods	Cambridge	Organic Red/Green	Bulk	Ecuador	\$2.99	

# December Mango Displays: Boston



Demoulas/Market Basket, Waltham, MA



Shaws, Waltham, MA



Whole Foods, Cambridge, MA



Target, Watertown, MA



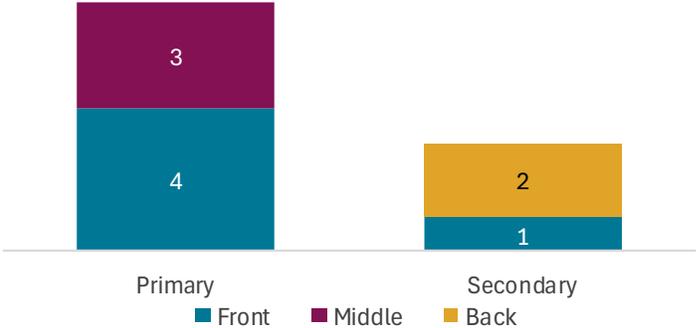
Hannaford, Waltham, MA

# Chicago Market

# December Mango Displays: Chicago

- ▶ In the Chicago market, mango displays were located throughout the produce department.
- ▶ The primary mango displays averaged 6.3 SF; three stores store had secondary displays, averaging 8.0 SF.
- ▶ Tony’s Finer Foods and Walmart dedicated more than a total of 10 SF to mangos. Mariano’s and one Jewel store had less than 5 SF total.
- ▶ Mangos were most often located next to kiwifruit, citrus, apples, avocados, pineapples, papaya and plantains.

Display Location: Chicago



Fixtures	Primary	Secondary
Waterfall	2	2
Table	2	
Bin	2	
End cap	1	1

Average Space Primary Display:  
**6.3 SF**

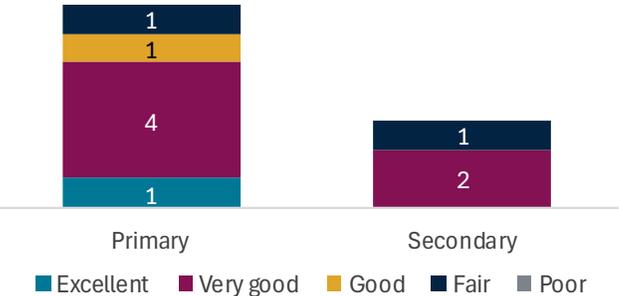
Average Space Secondary Display:  
**8.0 SF**

Total Space: Tony’s Finer Foods  
**27.0 SF**

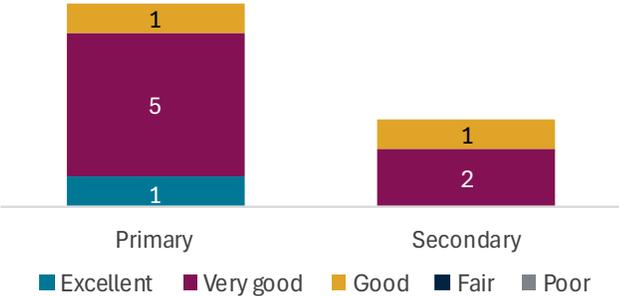
Smallest Total Space: Jewel  
**4.0 SF**

# December Mango Displays: Chicago

Display Condition: Chicago



Mango Condition: Chicago



- ▶ Display conditions in the Chicago market were generally good to excellent; mango conditions were also good to excellent.
- ▶ Displays were typically full or mostly full.
- ▶ Most displays had signage. In addition to price and ad signage, one store included signage with information on variety and another had signage with the Mango.org logo.

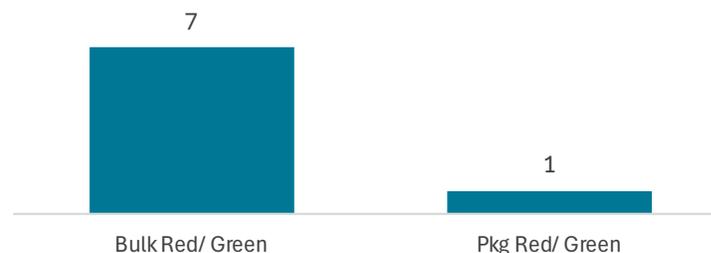
Displays	Primary	Secondary
Fully stocked	4	1
Mostly full	2	1
Half full		
Low	1	1
Empty		

Signage	Primary	Secondary
Total	6	2
Price	5	2
Ad/Promo	3	
Variety	1	
Mango.org	1	

# December Mango Varieties: Chicago

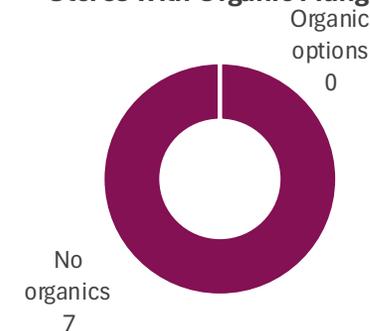
- ▶ All stores carried red/green mangos, ranging in price from \$0.89 to \$2.00.
- ▶ One store, Tony's, carried packaged mangos, a 10-ct case of Tommy Atkins for \$9.99.
- ▶ None of the stores in the Chicago market carried an organic option.
- ▶ Overall, three of seven stores were promoting mangos at the time of the store visits.
  - ▶ Promoted price ranged from \$0.99 to 4/\$5.00 for bulk Tommy Atkins.

Mango Items Available: Chicago

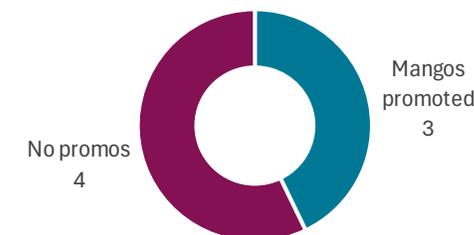


Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$0.89 - \$2.00	\$0.99 – 4/\$5.00
Pkg Red/Green	\$9.99	

Stores with Organic Mangos



Stores with Mango Promotions



# December Mango Displays: Chicago

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Aldi	Niles	2	7.3	Front, Middle	Very good, Fair	Very good, Good	Price	Bulk Red/Green
Jewel Osco	Arlington Heights	1	4.0	Front	Very good	Very good	None	Bulk Red/Green
Jewel Osco	Niles	1	5.3	Front	Very good	Very good	Promo	Bulk Red/Green
Mariano's	Arlington Heights	1	4.5	Middle	Good	Very good	Price, Promo	Bulk Red/Green
Meijer	Rolling Meadows	1	8.0	Front	Very good	Very good	Price	Bulk Red/Green
Tonys Finer Foods	Niles	2	27.0	Front, Back	Excellent, Very good	Excellent, Very good	Price, Promo, Variety	Bulk Red/Green, Pkg Red/Green
Walmart	Skokie	2	11.7	Middle, Back	Very good, Fair	Very good, Good	Price	Bulk Red/Green

# December Mango Varieties: Chicago



Mariano's Arlington Heights, IL

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Aldi	Niles	Red/Green	Bulk	Brazil	\$0.89	
Jewel Osco	Arlington Heights	Red/Green	Bulk	Ecuador	Not shown	
Jewel Osco	Niles	Red/Green	Bulk	Ecuador	Not shown	\$0.99
Mariano's	Arlington Heights	Red/Green	Bulk	Ecuador	\$2.00	4/\$5
Meijer	Rolling Meadows	Red/Green	Bulk	Brazil	\$1.79	
Tony's Finer Foods	Niles	Red/Green	Bulk	Peru	\$1.49	\$0.99
		Red/Green	Case – 10 ct	Ecuador, Peru, Brazil	\$9.99	
Walmart	Skokie	Red/Green	Bulk	Ecuador	\$1.08	

# December Mango Displays: Chicago



Meijer, Rolling Meadows, IL

Jewel Osco, Niles, IL



Aldi, Niles, IL



Tonys, Niles, IL



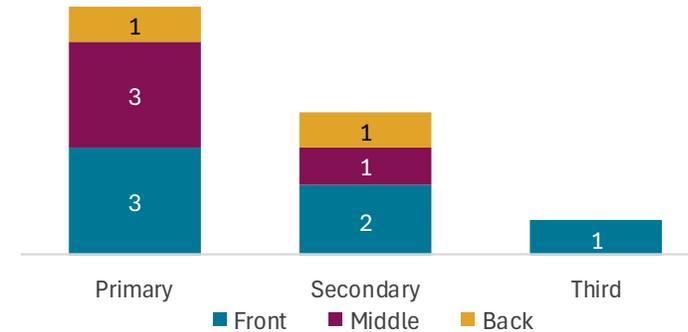
Jewel Osco, Arlington Heights, IL

# Cincinnati Market

# December Mango Displays: Cincinnati

- ▶ In the Cincinnati market, mango displays were most often located in the front or middle of the produce department.
- ▶ The primary mango displays averaged 3.3 SF; four stores had a secondary displays averaging 4.0 SF.
- ▶ Only Walmart dedicated more than a total of 10 SF to mangos. Save A Lot and Aldi had less than 3 SF total.
- ▶ Mangos were most often located next to avocados, apples, coconuts, pineapples and pomegranates.

Display Location: Cincinnati



Fixtures	Primary	Secondary	Third
Waterfall	4		
Table	3	1	
End cap		3	1
Bin		3	

Average Space Primary Display:  
**3.3 SF**

Average Space Secondary Display:  
**4.0 SF**

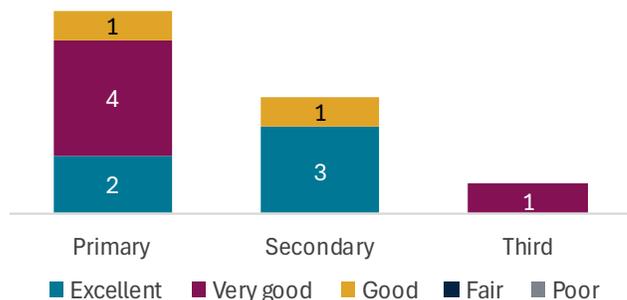
Average Space Tertiary Display:  
**2.4 SF**

Total Space: Walmart  
**11.4 SF**

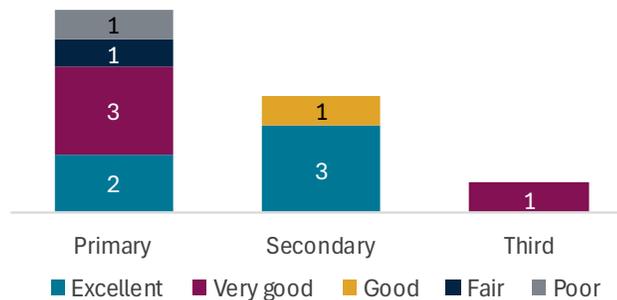
Smallest Total Space: Save A Lot  
**1.5 SF**

# December Mango Displays: Cincinnati

Display Condition: Cincinnati



Mango Condition: Cincinnati



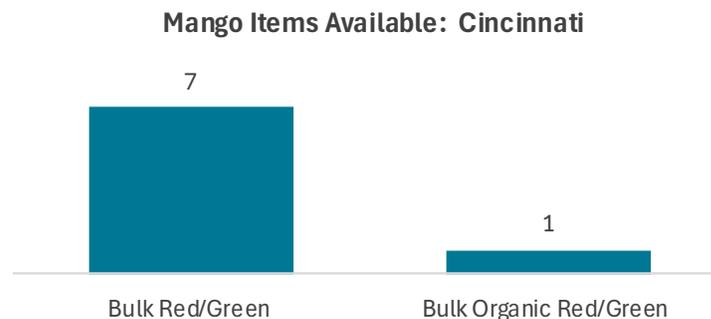
- ▶ Display conditions in the Cincinnati market were generally very good or excellent; mango conditions were also most often very good or excellent.
- ▶ Displays were usually full or mostly full.
- ▶ All but one display had signage. Stores only had only pricing signage.

Displays	Primary	Secondary	Third
Fully stocked	2	3	
Mostly full	4		2
Half full	1	1	
Low			
Empty			

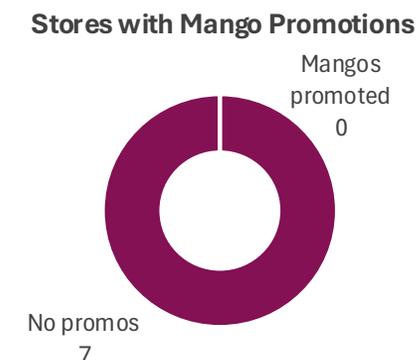
Signage	Primary	Secondary	Third
Total	7	4	0
Price	7	4	

# December Mango Varieties: Cincinnati

- ▶ All stores carried bulk red/green varieties, ranging in price from \$0.99 to 2/\$4.00.
- ▶ One store in the Cincinnati market carried an organic option, priced at 2/\$5.00.
- ▶ None of the seven stores promoted mangos at the time of the store visits.



Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$0.99 – 2/\$4.00	n/a
Bulk Org Red/Green	2/\$5.00	n/a



# December Mango Displays: Cincinnati

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Aldi	Springdale	1	2.5	Front	Very good	Very good	Price	Bulk Red/Green
Kroger	Cincinnati	3	7.1	Front, Middle	Very good, Good	Very good, Good, Poor	Price	Bulk Red/Green
Kroger	Loveland	2	7.1	Front, Middle	Excellent, Very good	Excellent, Very good	Price	Bulk Red/Green
Kroger	Milford	2	6.8	Back	Excellent, Very good	Excellent, Very good	Price	Bulk Red/Green, Org Red/Green
Meijer	Loveland	1	5.0	Front	Excellent	Excellent	Price	Bulk Red/Green
Save A Lot	Cincinnati	1	1.5	Front	Good	Fair	Price	Bulk Red/Green
Walmart	Cincinnati	2	11.4	Front, Middle	Excellent	Excellent	Price	Bulk Red/Green

# December Mango Varieties: Cincinnati



Kroger, Loveland, OH

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Aldi	Springdale	Red/Green	Bulk	Ecuador	\$0.99	
Kroger	Cincinnati	Red/Green	Bulk	Ecuador	2/\$4	
Kroger	Loveland	Red/Green	Bulk	Ecuador	2/\$4	
Kroger	Milford	Red/Green	Bulk	Ecuador	2/\$4	
		Organic Red/Green	Bulk	Ecuador	2/\$5	
Meijer	Loveland	Red/Green	Bulk	Ecuador	\$1.79	
Save A Lot	Cincinnati	Red/Green	Bulk	Ecuador	\$1.49	
Walmart	Cincinnati	Red/Green	Bulk	Ecuador	\$1.08	

# December Mango Displays: Cincinnati



Kroger, Milford, OH



Walmart,  
Cincinnati, OH



Aldi,  
Springdale, OH



Save A Lot,  
Cincinnati, OH



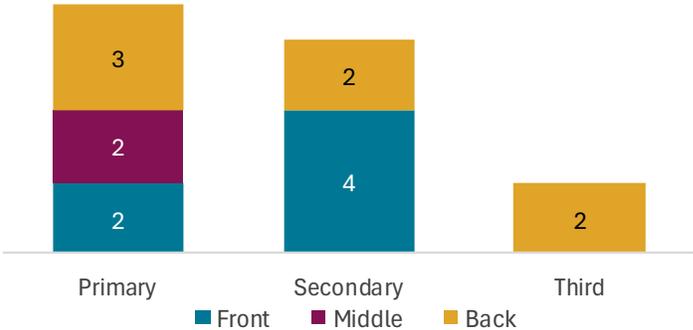
Meijer, Loveland, OH

# Denver Market

# December Mango Displays: Denver

- ▶ In the Denver market, mango displays were most often located in the front or back of the produce department.
- ▶ The primary mango displays averaged 4.3 SF; six stores had a secondary displays with an average of 4.1 SF.
- ▶ Three stores, two Kroger stores and one Walmart, dedicated more than a total of 10 SF to mangos. Only two stores, both Safeway stores, had less than 9 SF total.
- ▶ Mangos were most often located next to pineapples, avocados, dragon fruit, papaya, bananas and coconuts.

Display Location: Denver



Fixtures	Primary	Secondary	Third
Waterfall	3	4	
Bin	2	1	1
Table	2		
End cap		1	1

Average Space Primary Display:  
**4.3 SF**

Average Space Secondary Display:  
**4.1 SF**

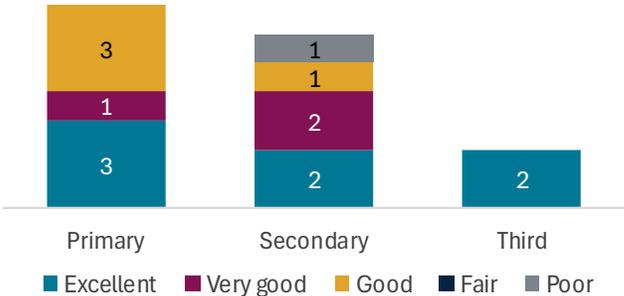
Average Space Tertiary Display:  
**5.3 SF**

Total Space:  
Kroger  
**13.8 SF**

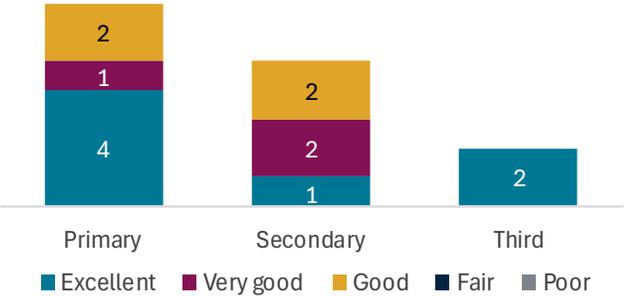
Smallest Total Space:  
Safeway  
**1.7 SF**

# December Mango Displays: Denver

Display Condition: Denver



Mango Condition: Denver



- ▶ Display conditions in the Denver market were generally good to excellent; mango conditions were good to excellent.
- ▶ Displays were typically full or mostly full; however, one display was empty.
- ▶ All displays had signage, limited to only price and sale signage.

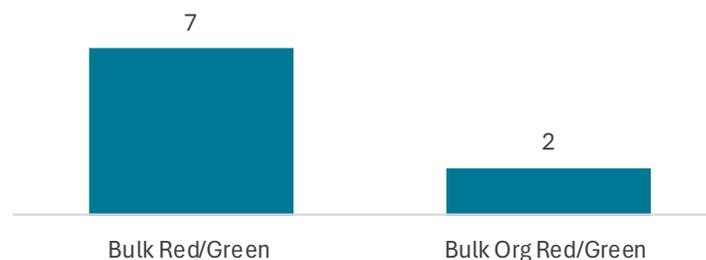
Displays	Primary	Secondary	Third
Fully stocked	1	5	1
Mostly full	4		1
Half full	2		
Low			
Empty		1	

Signage	Primary	Secondary	Third
Total	7	6	2
Price	6	5	2
Ad/Promo	4	2	

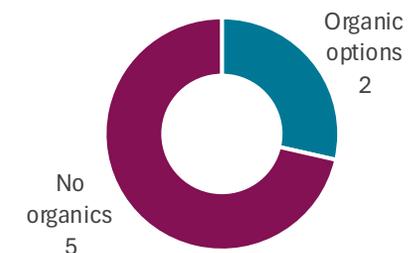
# December Mango Varieties: Denver

- ▶ All stores carried bulk red/green varieties, ranging in price from \$1.08 to 2/\$6.00.
- ▶ Two stores in the Denver market carried an organic option.
- ▶ Overall, four of the seven stores promoted mangos at the time of the store visits.
  - ▶ Promoted price ranged from \$0.87 to 2/\$3.00.

Mango Items Available: Denver

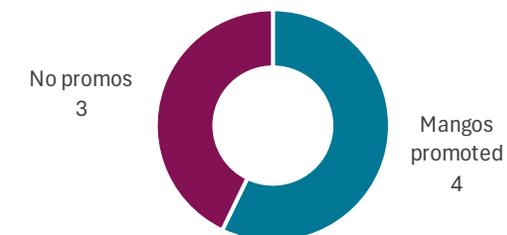


Stores with Organic Mangos



Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$1.08 – 2/\$6.00	\$0.87 – 2/\$3.00
Bulk Org Red/Green	2/\$5.00 - \$2.99	n/a

Stores with Mango Promotions



# December Mango Displays: Denver

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
King Soopers	Arvada	3	13.4	Front, Back	Excellent	Excellent	Price	Bulk Red/Green
King Soopers	Lakewood	3	13.8	Front, Back	Excellent, Good	Excellent, Very good, Good	Price	Bulk Red/Green
Safeway	Lakewood	2	1.7	Front, Middle	Very good, Good	Very good, Good	Price, Promo	Bulk Red/Green, Org Red/Green
Safeway	Wheat Ridge	2	5.6	Front, Back	Excellent, Good	Very good, Good	Price, Promo	Bulk Red/Green
Sprouts	Arvada	2	9.9	Front, Back	Excellent, Very good	Excellent, Good	Price, Promo	Bulk Red/Green, Org Red/Green
Walmart	Arvada	2	11.7	Middle, Back	Very good, Poor	Excellent	Price, Promo	Bulk Red/Green
Walmart	Lakewood	1	9.0	Front	Excellent	Excellent	Price	Bulk Red/Green

# December Mango Varieties: Denver



Sprouts Farmers Market, Arvada, CO

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
King Soopers	Arvada	Red/Green	Bulk	Brazil	2/\$6	
		Red/Green	Bulk	Ecuador	3/\$5	
King Soopers	Lakewood	Red/Green	Bulk	Brazil	2/\$6	
		Red/Green	Bulk	Brazil	3/\$5	
Safeway	Lakewood	Red/Green	Bulk	Brazil	\$2.50	\$0.87
		Org Red/Green	Bulk	Ecuador	\$2.99	
Safeway	Wheat Ridge	Red/Green	Bulk	Brazil	\$2.50	\$0.87
Sprouts	Arvada	Red/Green	Bulk	Brazil, Ecuador	2/\$4	2/\$3
		Org Red/Green	Bulk	Ecuador	2/\$5	
Walmart	Arveda	Red/Green	Bulk	Ecuador	\$1.24	\$1.08
Walmart	Lakewood	Red/Green	Bulk	Ecuador	\$1.08	

# December Mango Displays: Denver



Walmart, Lakewood, CO



Safeway, Wheat Ridge, CO



King Soopers, Lakewood, CO



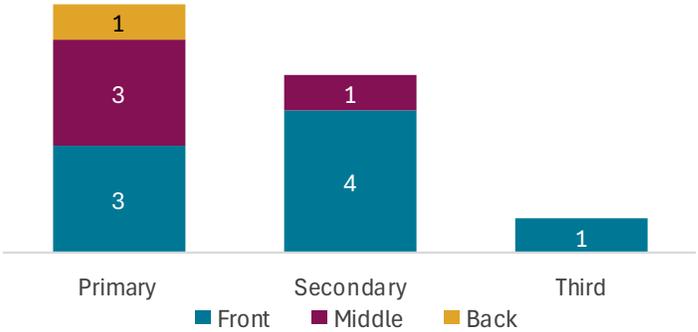
King Soopers, Arvada, CO

# Detroit Market

# December Mango Displays: Detroit

- ▶ In the Detroit market, mango displays were most often located in the front or middle of the produce department.
- ▶ The primary mango displays averaged 3.6 SF; five stores had secondary displays averaging 4.3 SF.
- ▶ All three Kroger stores dedicated more than a total of 10 SF to mangos. Only one store, a Meijer store, had less than 5 SF total.
- ▶ Mangos were most often located next to pineapples, avocados, oranges, dates, papayas, plantains and pomegranates.

Display Location: Detroit



Fixtures	Primary	Secondary	Third
Waterfall	5	2	1
End cap	2	2	
Bin		1	
Table	1		

Average Space Primary Display:  
**3.6 SF**

Average Space Secondary Display:  
**4.3 SF**

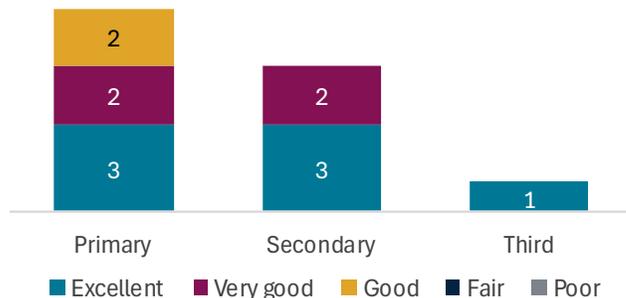
Average Space Tertiary Display:  
**10.0 SF**

Total Space: Kroger  
**12.5 SF**

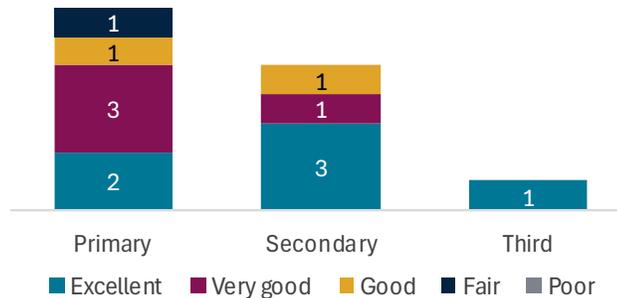
Smallest Total Space: Meijer  
**3.3 SF**

# December Mango Displays: Detroit

Display Condition: Detroit



Mango Condition: Detroit



- ▶ Display conditions in the Detroit market were generally very good or excellent; mango conditions were usually very good or excellent.
- ▶ Displays were typically full or mostly full.
- ▶ All displays had signage, limited to pricing or sale signage.

Displays	Primary	Secondary	Third
Fully stocked	2	2	1
Mostly full	2	3	
Half full	2		
Low	1		
Empty			

Signage	Primary	Secondary	Third
Total	7	4	1
Price	6	3	1
Ad/Promo	4	3	

# December Mango Varieties: Detroit

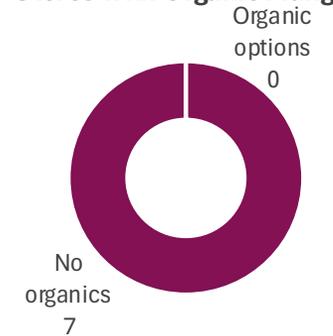
- ▶ All stores carried only bulk red/green varieties, ranging in price from \$1.24 to 2/\$4.00.
- ▶ None of the stores in the Detroit market carried an organic option.
- ▶ Overall, four of the seven stores promoted mangos at the time of the store visits.
  - ▶ Promoted price ranged from \$0.89 to 4/\$5.00.

Mango Items Available: Detroit



Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$1.24 – 2/\$4.00	\$0.89 – 4/\$5.00

Stores with Organic Mangos



Stores with Mango Promotions



# December Mango Displays: Detroit

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Aldi	Warren	2	5.8	Front	Good	Very good	Promo	Bulk Red/Green
Kroger	Shelby Township	3	12.0	Front, Middle	Excellent, Good	Excellent, Good	Price, Promo	Bulk Red/Green
Kroger	Sterling Heights	2	12.5	Front, Back	Excellent, Very good	Excellent	Price, Promo	Bulk Red/Green
Kroger	Warren	2	10.1	Front, Middle	Excellent, Very good	Excellent, Very good	Price	Bulk Red/Green
Meijer	Shelby Township	1	7.5	Front	Excellent	Fair	Price	Bulk Red/Green
Meijer	Warren	1	3.3	Front	Excellent	Very good	Price	Bulk Red/Green
Walmart	Sterling Heights	2	5.8	Front, Middle	Excellent	Excellent	Price, Promo	Bulk Red/Green

# December Mango Varieties: Detroit



Kroger, Warren, MI

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Aldi	Warren	Red/Green	Bulk	Ecuador, Brazil	Not shown	\$0.89
Kroger	Shelby Township	Red/Green	Bulk	Ecuador, Brazil	\$2.00	4/\$5
Kroger	Sterling Heights	Red/Green	Bulk	Ecuador	\$2.00	4/\$5
Kroger	Warren	Red/Green	Bulk	Ecuador	2/\$4	
Meijer	Shelby Township	Red/Green	Bulk	Ecuador	\$1.79	
Meijer	Warren	Red/Green	Bulk	Ecuador	\$1.49	
Walmart	Sterling Heights	Red/Green	Bulk	Ecuador	\$1.24	\$1.08

# December Mango Displays: Detroit



Walmart, Sterling Heights, MI



Meijer, Warren, MI



Aldi, Warren, MI



Kroger, Sterling Heights, MI



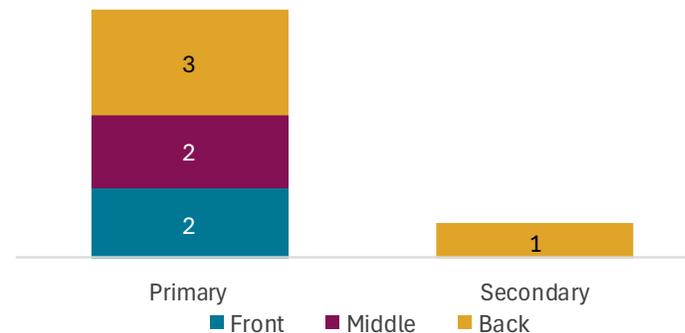
Meijer, Shelby Township, MI

# Indianapolis Market

# December Mango Displays: Indianapolis

- ▶ In the Indianapolis market, mango displays were located throughout the produce department.
- ▶ The primary mango displays averaged 3.9 SF; one store had a larger secondary display, at 11.1 SF.
- ▶ One Walmart store dedicated more than a total of 20 SF to mangos, while all other stores had 4.0 SF or less in total space.
- ▶ Mangos were most often located next to bananas, kiwifruit, papaya, plantains, pomegranates and coconuts.

Display Location: Indianapolis



Fixtures	Primary	Secondary
Table	4	
Waterfall	2	
Bin	1	1

Average Space Primary Display:  
**3.9 SF**

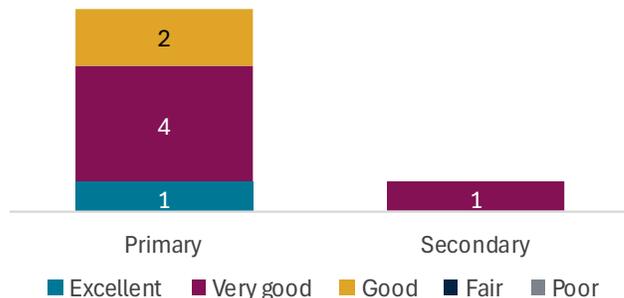
Average Space Secondary Display:  
**11.1 SF**

Total Space: Walmart  
**20.1 SF**

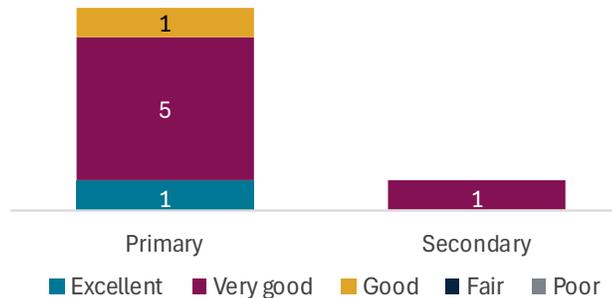
Smallest Total Space: Kroger  
**2.0 SF**

# December Mango Displays: Indianapolis

Display Condition: Indianapolis



Mango Condition: Indianapolis



- ▶ Display conditions in the Indianapolis market were good to excellent; mango conditions were also good to excellent.
- ▶ Displays were most often fully stocked.
- ▶ All displays had signage, limited to pricing and sale signage.

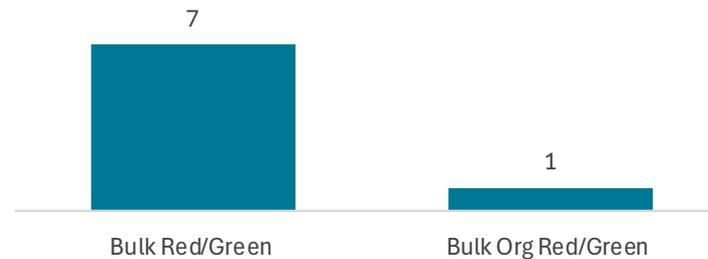
Displays	Primary	Secondary
Fully stocked	5	1
Mostly full	1	
Half full	1	
Low		
Empty		

Signage	Primary	Secondary
Total	7	1
Price	6	1
Ad/Promo	3	

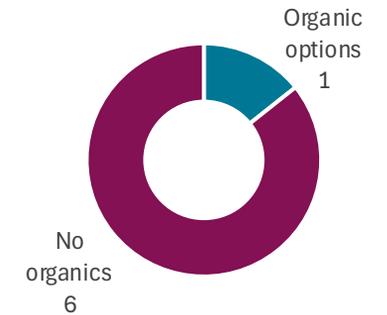
# December Mango Varieties: Indianapolis

- ▶ All stores carried bulk red/green varieties, ranging in price from \$1.08 to 2/\$5.00.
- ▶ One store in the Indianapolis market carried an organic option, red/green mangos priced at 2/\$5.00.
- ▶ Overall, three of the seven stores promoted mangos at the time of the store visits.
  - ▶ Promoted price ranged from \$0.89 to \$1.08.

Mango Items Available: Indianapolis

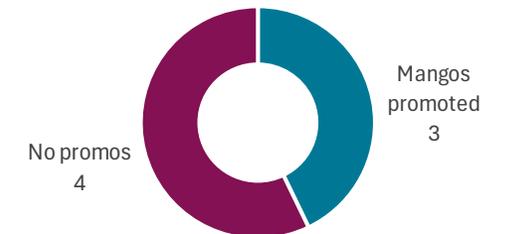


Stores with Organic Mangos



Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$1.08 – 2/\$5.00	\$0.89 – \$1.08
Bulk Org Red/Green	2/\$5.00	n/a

Stores with Mango Promotions



# December Mango Displays: Indianapolis

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Aldi	Indianapolis	1	4.0	Front	Good	Good	Promo	Bulk Red/Green
Kroger	Fishers	1	3.0	Back	Very good	Very good	Price	Bulk Red/Green
Kroger	Indianapolis	1	3.0	Back	Very good	Very good	Price	Bulk Red/Green
Kroger	Indianapolis	1	2.0	Back	Good	Very good	Price	Bulk Red/Green, Bulk Org Red/Green
Meijer	Indianapolis	1	2.1	Middle	Very good	Very good	Price	Bulk Red/Green
Walmart	Fishers	1	4.0	Middle	Very good	Very good	Price, Promo	Bulk Red/Green
Walmart	Indianapolis	2	20.1	Front, Back	Excellent, Very good	Excellent, Very good	Price, Promo	Bulk Red/Green

# December Mango Varieties: Indianapolis



Kroger, Fishers, IN

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Aldi	Indianapolis	Red/Green	Bulk	Ecuador	Not shown	\$0.89
Kroger	Fishers	Red/Green	Bulk	Ecuador, Brazil	2/\$4	
		Red/Green	Bulk	Ecuador	2/\$5	
Kroger	Indianapolis	Red/Green	Bulk	Ecuador	2/\$4	
Kroger	Indianapolis	Red/Green	Bulk	Ecuador	Not shown	
		Org Red/Green	Bulk	Ecuador	2/\$5	
Meijer	Indianapolis	Red/Green	Bulk	Ecuador	\$1.79	
Walmart	Fishers	Red/Green	Bulk	Ecuador	\$1.24	\$1.08
Walmart	Indianapolis	Red/Green	Bulk	Ecuador	\$1.24	\$1.08

# December Mango Displays: Indianapolis



Kroger, Indianapolis, IN



Meijer, Indianapolis, IN



Walmart, Fishers, IN



Walmart, Indianapolis, IN



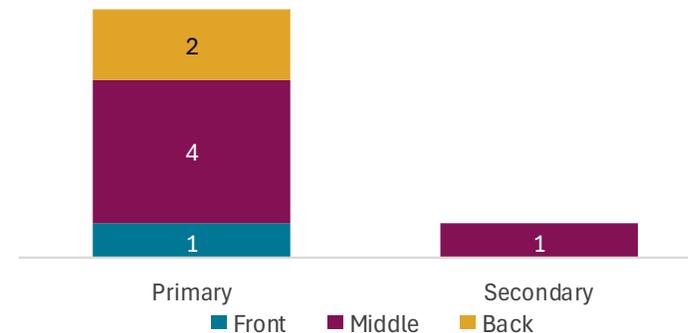
Aldi, Indianapolis, IN

# Los Angeles Market

# December Mango Displays: Los Angeles

- ▶ In the Los Angeles market, mango displays were most often located in the middle or back of the produce department.
- ▶ The primary mango displays averaged 6.8 SF; one store had a secondary display with 5.8 SF.
- ▶ Only Food 4 Less and Stater Bros. dedicated more than a total of 10 SF to mangos. Only Trader Joe's had less than 3 SF total.
- ▶ Mangos were most often located next to papayas, pomegranate, kiwifruit, pineapple, coconuts, dragon fruit and plantains.

Display Location: Los Angeles



Fixtures	Primary	Secondary
Table	2	1
Waterfall	3	
Bin	1	
Basket	1	

Average Space Primary Display:  
**6.8 SF**

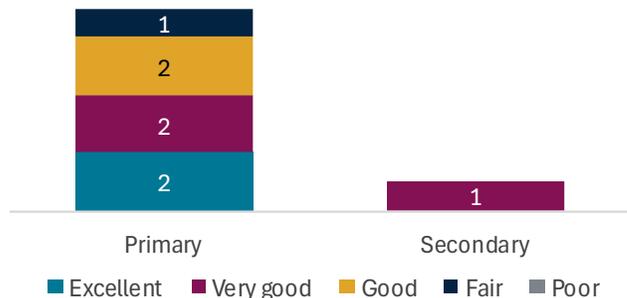
Average Space Secondary Display:  
**5.8 SF**

Total Space: Food 4 Less  
**25.0 SF**

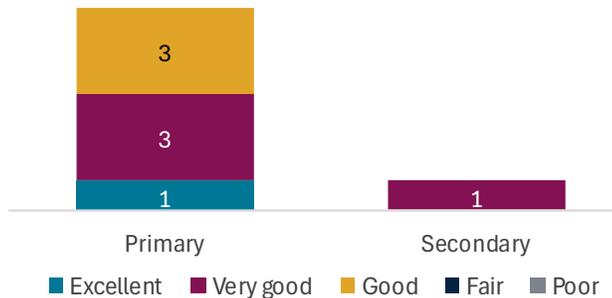
Smallest Total Space: Trader Joe's  
**2.7 SF**

# December Mango Displays: Los Angeles

Display Condition: Los Angeles



Mango Condition: Los Angeles



- ▶ Display conditions in the Los Angeles market were generally good to excellent; mango conditions were also good to excellent.
- ▶ Displays were half full to fully stocked.
- ▶ All displays had signage, limited to price and/or promotion signage.

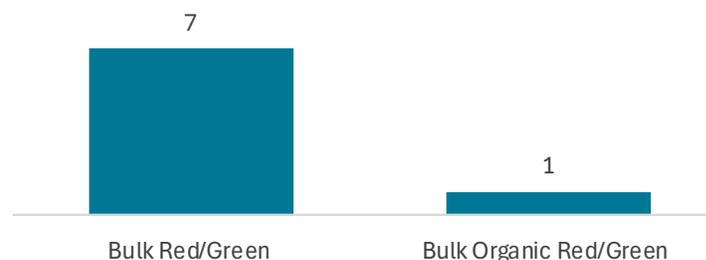
Displays	Primary	Secondary
Fully stocked	3	1
Mostly full	2	
Half full	2	
Low		
Empty		

Signage	Primary	Secondary
Total	7	1
Price	6	1
Ad/Promo	5	

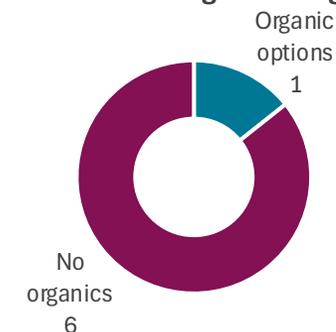
# December Mango Varieties: Los Angeles

- ▶ All stores carried bulk red/green varieties, ranging in price from \$0.99 to \$2.99.
- ▶ One store in the Los Angeles market carried an organic option, priced at \$0.99.
- ▶ Overall, five of the seven stores promoted mangos at the time of the store visits.
  - ▶ Promoted price ranged from \$0.99 to 2/\$5.00.

Mango Items Available: Los Angeles

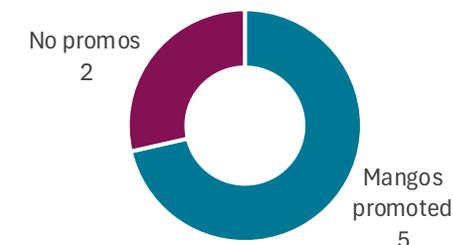


Stores with Organic Mangos



Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$0.99 - \$2.99	\$0.99 - 2/\$5.00
Bulk Org Red/Green	\$0.99	n/a

Stores with Mango Promotions



# December Mango Displays: Los Angeles

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Albertsons	Gardenia	1	3.8	Middle	Very good	Very good	Price, Promo	Bulk Red/Green
Food 4 Less	Hawthorne	1	25.0	Front	Excellent	Excellent	Promo	Bulk Red/Green
Ralphs	Los Angeles	1	3.5	Back	Good	Good	Price, Promo	Bulk Red/Green
Smart & Final	Venice	1	3.8	Middle	Good	Good	Price, Promo	Bulk Red/Green
Stater Bros Markets	Santa Monica	2	10.6	Middle, Back	Very good	Very good	Price	Bulk Red/Green
Trader Joes	Los Angeles	1	2.7	Middle	Excellent	Very good	Price	Bulk Red/Green, Bulk Org Red/Green
Vons	Los Angeles	1	4.0	Middle	Fair	Good	Price, Promo	Bulk Red/Green

# December Mango Varieties: Los Angeles



Albertsons, Gardenia, CA

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Albertsons	Gardenia	Red/Green	Bulk	Ecuador	\$1.25	\$0.99
Food 4 Less	Hawthorne	Red/Green	Bulk	Ecuador	Not shown	2/\$3
Ralphs	Los Angeles	Red/Green	Bulk	Ecuador	Not shown	4/\$5
		Red/Green	Bulk	Ecuador	\$2.99	2/\$5
Smart & Final	Venice	Red/Green	Bulk	Ecuador	\$1.25	\$0.99
Stater Bros Markets	Santa Monica	Red/Green	Bulk	Ecuador	\$0.99	
		Org Red/Green	Bulk	Ecuador	\$0.99	
Trader Joes	Los Angeles	Red/Green	Bulk	Ecuador	\$1.69	
Vons	Los Angeles	Red/Green	Bulk	Ecuador	\$1.99	\$0.99

# December Mango Displays: Los Angeles



Stater Bros, Santa Monica, CA



Ralphs, Los Angeles, CA



Food 4 Less Hawthorne, CA



Trader Joes, Los Angeles, CA



Vons, Los Angeles, CA



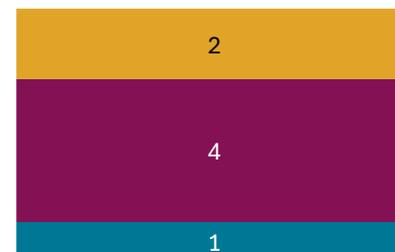
Smart & Final, Venice, CA

# Miami/West Palm Beach Market

# December Mango Displays: Miami

- ▶ In the Miami market, mango displays were most often located in the middle or back of the produce department.
- ▶ The primary mango displays averaged 3.0 SF. None of the stores had a secondary display.
- ▶ Only one Publix store dedicated more than a total of 5 SF to mangos. Three stores, including Aldi, Winn Dixie and Walmart had less than 3 SF total.
- ▶ Mangos were most often located next to bananas, coconuts, dragon fruit, papaya, pomegranates and pears.

Display Location: Miami



Primary  
 ■ Front ■ Middle ■ Back

Fixtures	Primary
Waterfall	6
Table	3

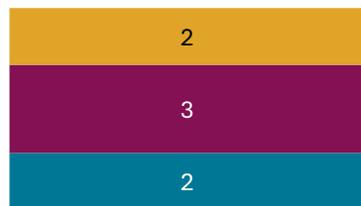
Average Space  
 Primary Display:  
**3.0 SF**

Total Space:  
 Publix  
**6.1 SF**

Smallest Total Space:  
 Aldi  
**1.6 SF**

# December Mango Displays: Miami

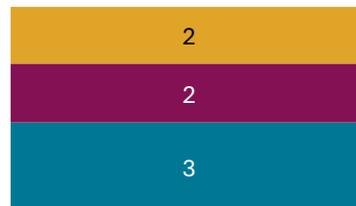
Display Condition: Miami



Primary

■ Excellent ■ Very good ■ Good ■ Fair ■ Poor

Mango Condition: Miami



Primary

■ Excellent ■ Very good ■ Good ■ Fair ■ Poor

- ▶ Display conditions in the Miami market were good to excellent; mango conditions were also usually good to excellent.
- ▶ Displays were generally full or mostly full.
- ▶ All displays had signage, only using price or promotion signage.

Displays	Primary
Fully stocked	4
Mostly full	2
Half full	
Low	1
Empty	

Signage	Primary
Total	7
Price	7
Ad/Promo	4

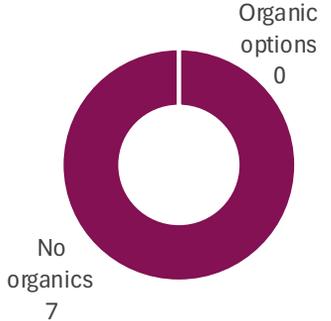
# December Mango Varieties: Miami

- ▶ All stores carried bulk red/green varieties, ranging in price from \$0.99 to 2/\$5.00.
- ▶ One store carried bulk yellow mangos, with an everyday price of 2/\$4.00.
- ▶ None of the stores in the Miami market carried an organic option.
- ▶ Overall, four of the seven stores were promoting mangos at the time of the store visits.
  - ▶ Promoted price was 3/\$5.00.

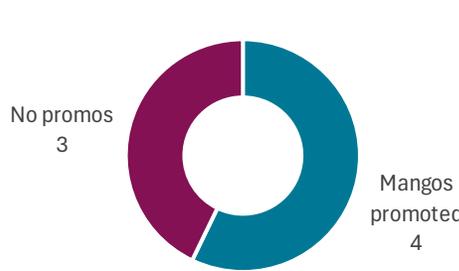


Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$0.99 – 2/\$5.00	3/\$5.00
Bulk Yellow	2/\$4.00	n/a

**Stores with Organic Mangos**



**Stores with Mango Promotions**



# December Mango Displays: Miami

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Aldi	Palmetto Bay	1	1.6	Middle	Good	Good	Price	Bulk Red/Green
Publix	Coral Gables	1	3.3	Middle	Excellent	Excellent	Price, Promo	Bulk Red/Green
Publix	Miami	1	6.1	Back	Very good	Excellent	Price, Promo	Bulk Red/Green, Bulk Yellow
Publix	Miami	1	4.3	Front	Excellent	Excellent	Price, , Promo	Bulk Red/Green
Publix	Palmetto Bay	1	3.3	Back	Very good	Very good	Price, Promo	Bulk Red/Green
Walmart	Miami	1	2.7	Middle	Very good	Good	Price	Bulk Red/Green
Winn Dixie	Cutler Bay	1	2.5	Middle	Good	Very good	Price	Bulk Red/Green

# December Mango Varieties: Miami



Winn Dixie, Cutler Bay, FL

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Aldi	Palmetto Bay	Red/Green	Bulk	Ecuador	\$0.99	
Publix	Coral Gables	Red/Green	Bulk	Ecuador	\$2.29	3/\$5
Publix	Palmetto Bay	Red/Green	Bulk	Ecuador	\$2.50	3/\$5
		Yellow	Bulk	Ecuador	2/\$4	
Publix	Miami	Red/Green	Bulk	Ecuador	\$2.50	3/\$5
Publix	Miami	Red/Green	Bulk	Ecuador	\$2.50	3/\$5
Walmart	Miami	Red/Green	Bulk	Ecuador	\$1.08	
Winn Dixie	Cutler Bay	Red/Green	Bulk	Ecuador	2/\$5	

# December Mango Displays: Miami



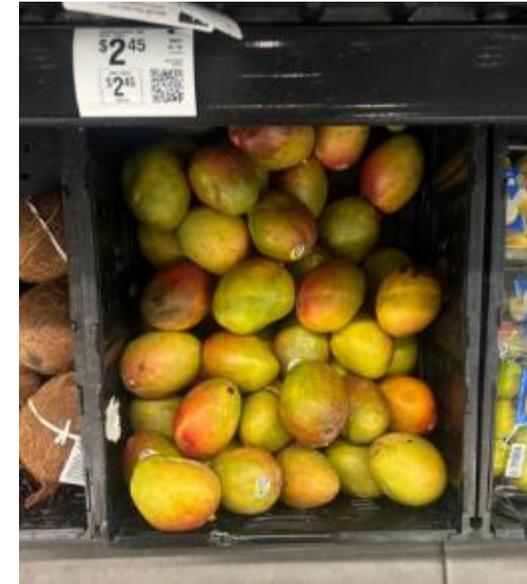
Publix, Palmetto Bay, FL



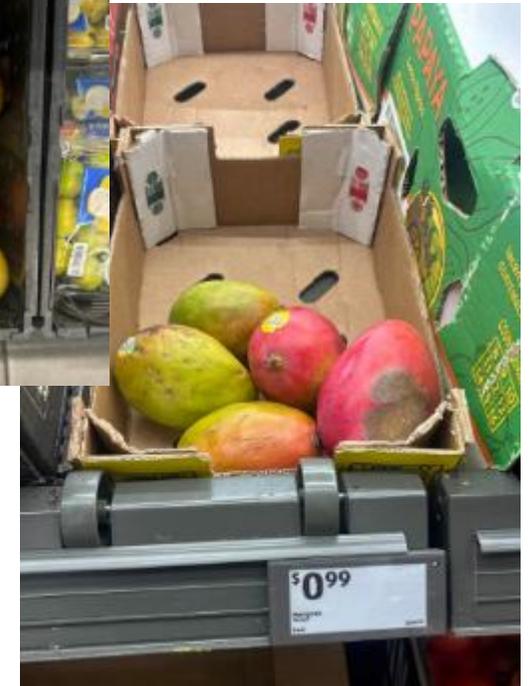
Publix, Coral Gables, FL



Publix, Miami, FL



Walmart, Miami, FL



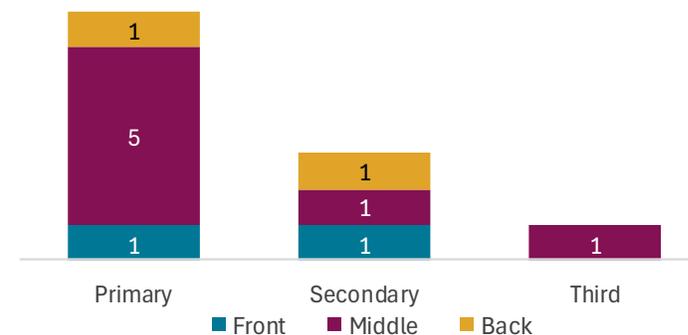
Aldi, Palmetto Bay, FL

# Nashville Market

# December Mango Displays: Nashville

- ▶ In the Nashville market, mango displays were most often located in the middle of the produce department.
- ▶ The primary mango displays averaged 3.3 SF; three stores had secondary displays averaging 5.2 SF.
- ▶ Three stores, including Walmart and Kroger, dedicated more than a total of 5 SF to mangos. Two stores, including Publix and Kroger, had less than 3 SF total.
- ▶ Mangos were most often located next to coconuts, dragon fruit, bananas, apples, avocados, pomegranates and star fruit.

Display Location: Nashville



Fixtures	Primary	Secondary	Third
End cap	4	2	1
Bin	2	3	1
Waterfall	3		
Table	2		

Average Space Primary Display:  
**3.3 SF**

Average Space Secondary Display:  
**5.2 SF**

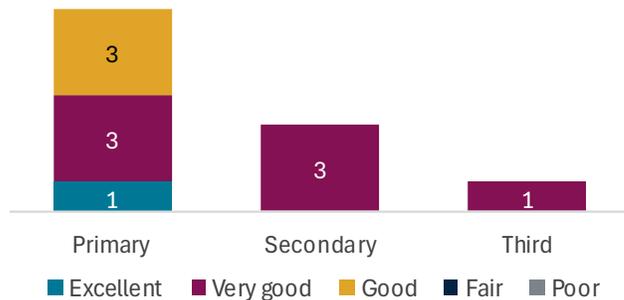
Average Space Third Display:  
**2.0 SF**

Total Space: Walmart  
**13.5 SF**

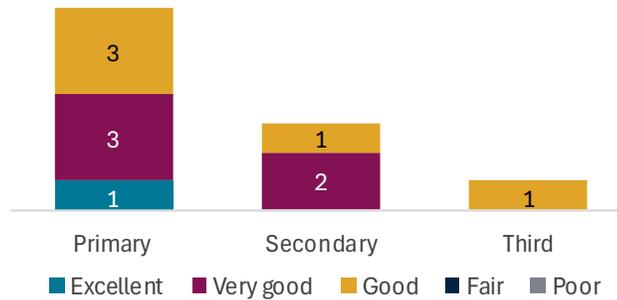
Smallest Total Space: Kroger & Publix  
**2.3 SF**

# December Mango Displays: Nashville

Display Condition: Nashville



Mango Condition: Nashville



- ▶ Display conditions in the Nashville market were generally good to very good; mango conditions were also typically good to very good.
- ▶ All displays were full or mostly full.
- ▶ All displays had signage, either price or sale signage.

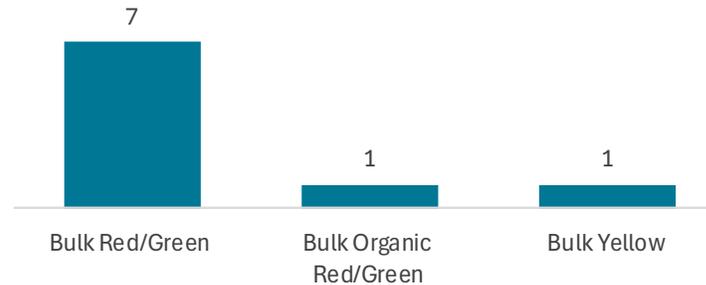
Displays	Primary	Secondary	Third
Fully stocked	4	2	1
Mostly full	3	1	
Half full			
Low			
Empty			

Signage	Primary	Secondary	Third
Total	7	3	1
Price	7	3	1
Ad/Promo	3		

# December Mango Varieties: Nashville

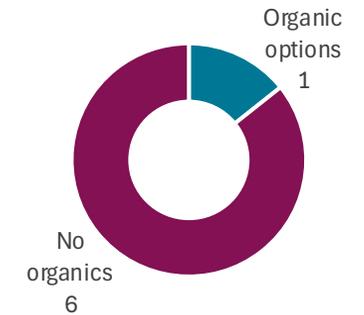
- ▶ All stores carried bulk red/green varieties, ranging in price from \$1.08 to \$2.50.
- ▶ One Publix store carried bulk yellow mangos, with an everyday price of 2/\$4.00.
- ▶ One Kroger store in the Nashville market carried an organic option.
- ▶ Overall, three of the seven stores promoted mangos at the time of the store visits.
  - ▶ Promoted price ranged from \$1.08 to 3/\$5.00.

Mango Items Available: Nashville



Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$1.08 - \$2.50	\$1.08 - 3/\$5.00
Bulk Org Red/Green	2/\$5.00	n/a
Bulk Yellow	2/\$4.00	n/a

Stores with Organic Mangos



Stores with Mango Promotions



# December Mango Displays: Nashville

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Kroger	Nashville	3	7.5	Middle	Very good	Very good	Price	Bulk Red/Green
Kroger	Franklin	1	2.3	Back	Excellent	Excellent	Price	Bulk Red/Green
Kroger	Nashville	2	3.1	Front, Middle	Very good, Good	Very good, Good	Price	Bulk Red/Green, Bulk Org Red/Green
Publix	Brentwood	1	3.2	Middle	Very good	Very good	Promo	Bulk Red/Green
Publix	Nashville	1	2.3	Middle	Good	Good	Promo	Bulk Red/Green, Bulk Yellow
Walmart	Franklin	1	9.0	Front	Very good	Very good	Price, Promo	Bulk Red/Green
Walmart	Nashville	2	13.5	Middle, Back	Very good, Good	Good	Price	Bulk Red/Green

# December Mango Varieties: Nashville



Publix, Brentwood, TN

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Kroger	Nashville	Red/Green	Bulk	Ecuador	2/\$4	
Kroger	Franklin	Red/Green	Bulk	Ecuador	2/\$4	
Kroger	Nashville	Red/Green	Bulk	Ecuador	2/\$4	
		Org Red/Green	Bulk	Ecuador	2/\$5	
Publix	Brentwood	Red/Green	Bulk	Ecuador	\$2.50	3/\$5
Publix	Nashville	Red/Green	Bulk	Ecuador	\$2.50	3/\$5
		Yellow	Bulk	Peru	2/\$4	
Walmart	Franklin	Red/Green	Bulk	Ecuador	\$1.24	\$1.08
Walmart	Nashville	Red/Green	Bulk	Ecuador	\$1.08 - \$1.24	

# December Mango Displays: Nashville



Kroger, Franklin, TN



Walmart, Franklin, TN



Walmart, Nashville, TN

Kroger, Nashville, TN

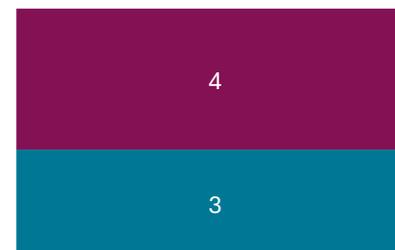


# New Orleans Market

# December Mango Displays: New Orleans

- ▶ In the New Orleans market, mango displays were located either in the middle or front of the produce department.
- ▶ The primary mango displays averaged 4.7 SF.
- ▶ At 9.0 SF each, the two Walmart stores dedicated the most space to mangos. Two Rouses stores had less than 2 SF total.
- ▶ Mangos were most often located next to dragon fruit, papaya, plantains, cantaloupe, pineapples and pomegranates.

Display Location: New Orleans



Primary  
 ■ Front ■ Middle ■ Back

Fixtures	Primary
Table	3
Bin	2
Waterfall	2

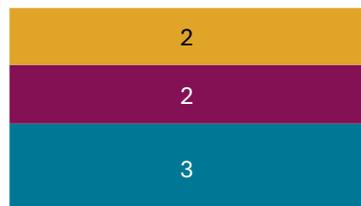
Average Space  
 Primary Display:  
**4.7 SF**

Total Space:  
 Walmart  
**9.0 SF**

Smallest Total Space:  
 Rouses  
**1.0 SF**

# December Mango Displays: New Orleans

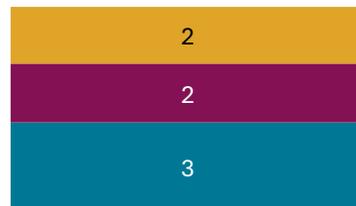
Display Condition: New Orleans



Primary

■ Excellent ■ Very good ■ Good ■ Fair ■ Poor

Mango Condition: New Orleans



Primary

■ Excellent ■ Very good ■ Good ■ Fair ■ Poor

- ▶ Display conditions in the New Orleans market were good to excellent; mango conditions were also good to excellent.
- ▶ Displays were typically fully stocked.
- ▶ All displays had signage. In addition to price signage, a few stores included promotion signage and/or signage with ripening information.

Displays	Primary
Fully stocked	6
Mostly full	1
Half full	
Low	
Empty	

Signage	Primary
Total	7
Price	7
Ad/Promo	3
Ripening	2

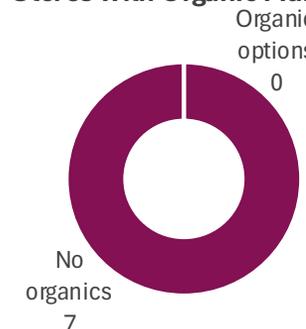
# December Mango Varieties: New Orleans

- ▶ All stores carried bulk red/green varieties, ranging in price from \$1.24 to \$2.19.
- ▶ One store carried bulk yellow mangos, priced at \$1.25.
- ▶ None of the stores in the New Orleans market carried an organic option.
- ▶ Overall, three of the seven stores promoted mangos at the time of the store visits.
  - ▶ Promoted price ranged from \$1.08 to \$1.99.



Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$1.24 - \$2.19	\$1.08 - \$1.99
Bulk Yellow	\$1.25	n/a

Stores with Organic Mangos



Stores with Mango Promotions



# December Mango Displays: New Orleans

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Rouses	Kenner	1	1.5	Middle	Good	Good	Price, Ripening	Bulk Red/Green
Rouses	Metairie	1	6.9	Middle	Very good	Very good	Price	Bulk Red/Green, Bulk Yellow
Rouses	New Orleans	1	1.0	Front	Excellent	Excellent	Price	Bulk Red/Green
Walmart	Harahan	1	9.0	Front	Excellent	Excellent	Price, Promo	Bulk Red/Green
Walmart	New Orleans	1	9.0	Front	Excellent	Excellent	Price, Promo	Bulk Red/Green
Winn Dixie	Metairie	1	3.3	Middle	Very good	Good	Price, Ripening	Bulk Red/Green
Winn Dixie	New Orleans	1	2.1	Middle	Good	Very good	Price, Promo	Bulk Red/Green

# December Mango Varieties: New Orleans



Winn Dixie, Metairie, LA

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Rouses	Kenner	Red/Green	Bulk	Ecuador	\$2.19	
Rouses	Metairie	Red/Green	Bulk	Ecuador	\$2.19	
		Yellow	Bulk	Ecuador	\$1.25	
Rouses	New Orleans	Red/Green	Bulk	Ecuador	\$2.19	
Walmart	Harahan	Red/Green	Bulk	Ecuador	\$1.24	\$1.08
Walmart	New Orleans	Red/Green	Bulk	Ecuador	\$1.24	\$1.08
Winn Dixie	Metairie	Red/Green	Bulk	Ecuador	\$1.99	
Winn Dixie	New Orleans	Red/Green	Bulk	Ecuador	\$2.19	\$1.99

# December Mango Displays: New Orleans



Rouses, New Orleans, LA

Walmart,  
New Orleans, LA



Winn Dixie, New Orleans, LA



Rouses, Metairie, LA



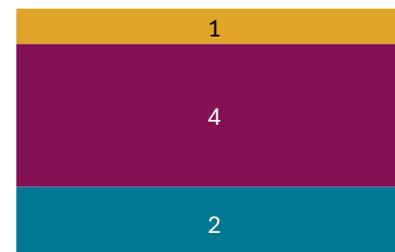
Rouses, Kenner, LA

# Orlando/Daytona Beach/Melborne Market

# December Mango Displays: Orlando

- ▶ In the Orlando market, mango displays were most often located in the front or middle of the produce department.
- ▶ The primary mango displays averaged 4.1 SF.
- ▶ Two stores, Walmart and Aldi, dedicated more than a total of 5 SF to mangos. Three stores, including Publix and two Winn Dixie stores, had less than 3 SF total.
- ▶ Mangos were most often located next to papaya, kiwifruit, pineapples and tangerines.

Display Location: Orlando



Primary  
 ■ Front ■ Middle ■ Back

Fixtures	Primary
Table	4
End cap	1
Bin	1
Waterfall	1
Basket	1

Average Space  
 Primary Display:  
**4.1 SF**

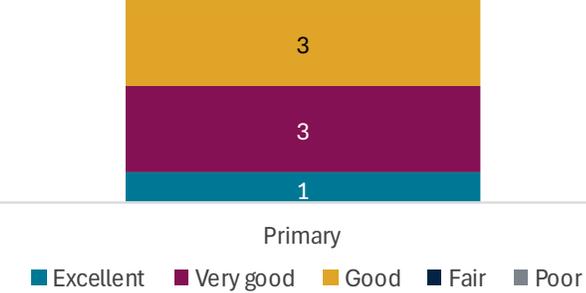
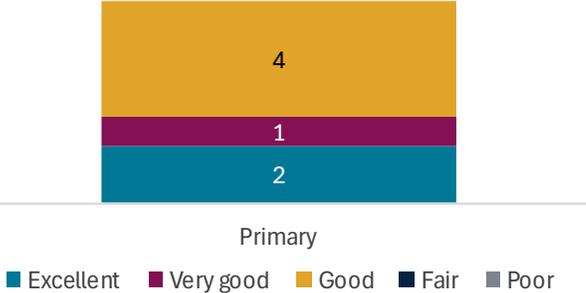
Total Space:  
 Walmart  
**9.0 SF**

Smallest Total Space:  
 Publix  
**1.3 SF**

# December Mango Displays: Orlando

Display Condition: Orlando

Mango Condition: Orlando



- ▶ Display conditions in the Orlando market were good to excellent; mango conditions were also good to excellent.
- ▶ Displays were typically full or mostly full; however, a one display was low on mangos.
- ▶ All displays had signage. In addition to pricing signage, a few stores had variety signage.

Displays	Primary
Fully stocked	4
Mostly full	1
Half full	1
Low	1
Empty	0

Signage	Primary
Total	7
Price	7
Variety	3

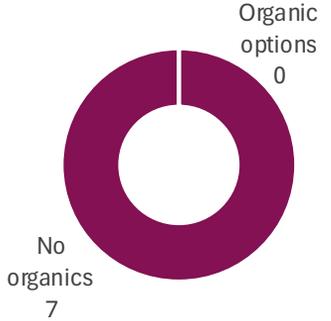
# December Mango Varieties: Orlando

- ▶ All stores carried bulk red/green varieties, ranging in price from \$0.99 to 2/\$5.00.
- ▶ Three stores carried bulk yellow mannos, with an everyday price of 2/\$4.00.
- ▶ None of the stores in the Albany market carried an organic option.
- ▶ None of the seven stores promoted mangos at the time of the store visits.

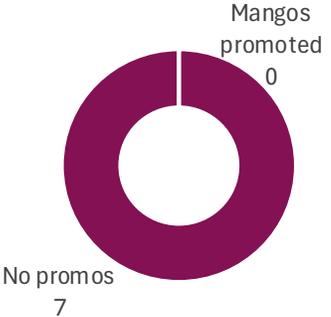


Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$0.99 – 2/\$5.00	n/a
Bulk Yellow	2/\$4.00	n/a

Stores with Organic Mangos



Stores with Mango Promotions



# December Mango Displays: Orlando

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Aldi	Ocoee	1	5.3	Front	Good	Good	Price	Bulk Red/Green
Publix	Altamonte Springs	1	4.6	Middle	Excellent	Excellent	Price, Variety	Bulk Red/Green, Bulk Yellow
Publix	Ocoee	1	1.3	Middle	Good	Very good	Price, Variety	Bulk Red/Green, Bulk Yellow
Publix	Orlando	1	3.6	Back	Good	Very good	Price, Variety	Bulk Red/Green, Bulk Yellow
Walmart	Ocoee	1	9.0	Middle	Very good	Good	Price	Bulk Red/Green
Winn Dixie	Altamonte Springs	1	2.4	Middle	Good	Good	Price	Bulk Red/Green
Winn Dixie	Orlando	1	2.9	Front	Excellent	Very good	Price	Bulk Red/Green

# December Mango Varieties: Orlando



Publix, Altamonte Springs, FL

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Aldi	Ocoee	Red/Green	Bulk	Ecuador	\$0.99	
Publix	Altamonte Springs	Red/Green	Bulk	Ecuador	2/\$5	
		Yellow	Bulk	Ecuador	2/\$4	
Publix	Ocoee	Red/Green	Bulk	Ecuador	2/\$5	
		Yellow	Bulk	Peru	2/\$4	
Publix	Orlando	Red/Green	Bulk	Ecuador	2/\$5	
		Yellow	Bulk	Ecuador	2/\$4	
Walmart	Ocoee	Red/Green	Bulk	Ecuador	\$1.24	
Winn Dixie	Altamonte Springs	Red/Green	Bulk	Brazil	\$2.50	
Winn Dixie	Orlando	Red/Green	Bulk	Brazil	2/\$5	

# December Mango Displays: Orlando



Publix, Orlando, FL



Winn Dixie,  
Altamonte Springs, FL



Walmart, Ocoee, FL



Aldi, Ocoee, FL



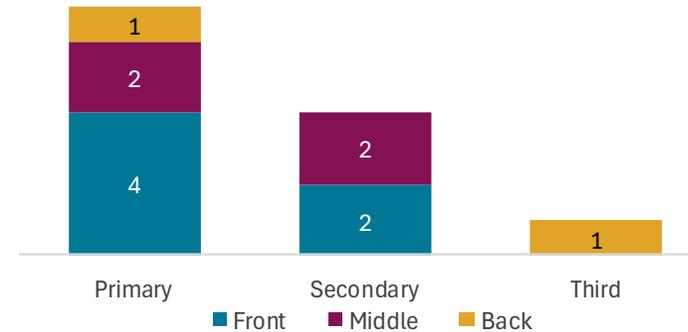
Publix, Ocoee, FL

# Philadelphia Market

# December Mango Displays: Philadelphia

- ▶ In the Philadelphia market, mango displays were most often located in the front or middle of the produce department.
- ▶ The primary mango displays averaged 4.7 SF; four stores had secondary displays with an average of 3.0 SF.
- ▶ Two stores, ShopRite and Giant/Martins, dedicated more than a total of 10 SF to mangos. Two stores, Target and Acme, had less than 3 SF total.
- ▶ Mangos were most often located next to oranges, avocados, dragon fruit, grapefruit, pineapple and bananas.

Display Location: Philadelphia



Fixtures	Primary	Secondary	Third
Table	2		
Bin	2	1	
End cap	2	3	
Waterfall	1	1	
Coffin			1

Average Space Primary Display:  
**4.7 SF**

Average Space Secondary Display:  
**3.0 SF**

Average Space Tertiary Display:  
**1.5 SF**

Total Space: Shop Rite  
**13.3 SF**

Smallest Total Space: Target  
**2.5 SF**

# December Mango Displays: Philadelphia

Display Condition: Philadelphia



Mango Condition: Philadelphia



- ▶ Display conditions in the Philadelphia market were good to excellent; mango conditions were also usually good to excellent.
- ▶ Displays were typically half full to mostly full.
- ▶ All displays had signage, limited to price or ad signage.

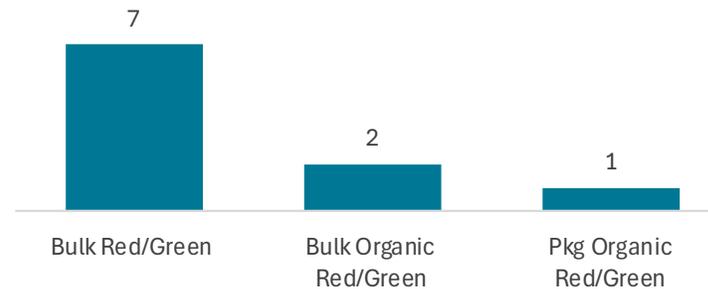
Displays	Primary	Secondary	Third
Fully stocked	3	3	
Mostly full	2		
Half full	1		1
Low	1	1	
Empty			

Signage	Primary	Secondary	Third
Total	7	4	1
Price	7	4	1
Ad/Promo	4	2	

# December Mango Varieties: Philadelphia

- ▶ All stores carried bulk red/green varieties, ranging in price from \$0.75 to \$2.49.
- ▶ One store carried packaged organic Red/Green mangoes, priced at \$4.99.
- ▶ Three stores in the Philadelphia market carried an organic option.
- ▶ Overall, four of the seven stores promoted mangos at the time of the store visits.
  - ▶ Promoted price was 4/\$5.00 for bulk red/green mangos.

Mango Items Available Philadelphia



Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$0.75 - \$2.49	4/\$5.00
Bulk Org Red/Green	\$2.99	n/a
Pkg Org Red/Green	\$4.99	n/a

Stores with Organic Mangos



Stores with Mango Promotions



# December Mango Displays: Philadelphia

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Acme Market	Feasterville Treiose	2	3.8	Front, Middle	Excellent, Very good	Excellent, Very good	Price, Promo	Bulk Red/Green, Organic Red/Green
Acme Market	Jenkintown	2	2.7	Front, Middle	Excellent, Good	Very good, Fair	Price, Promo	Bulk Red/Green, Organic Red/Green
Aldi	Willow Grove	1	5.0	Front	Very good	Very good	Price	Bulk Red/Green
Giant / Martins	Feasterville	3	10.1	Front, Middle	Excellent	Excellent	Price, Promo	Bulk Red/Green, Organic Red/Green
Giant / Martins	Roslyn	2	8.7	Front, Middle	Very good, Good	Very good	Price, Promo	Bulk Red/Green
Shop Rite/Wakefern	Cherry Hill Twp	1	13.3	Back	Excellent	Excellent	Price	Bulk Red/Green
Target	Abington	1	2.5	Front	Very good	Good	Price	Bulk Red/Green

# December Mango Varieties: Philadelphia



Acme, Feasterville Trevose, PA

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Acme Market	Feasterville Trevose	Red/Green	Bulk	Ecuador	\$2.49	4/\$5
		Organic Red/Green	Bulk	Ecuador	\$2.99	
Acme Market	Jenkintown	Red/Green	Bulk	Ecuador	\$2.49	4/\$5
		Organic Red/Green	Bulk	Ecuador	\$2.99	
Aldi	Willow Grove	Red/Green	Bulk	Ecuador, Peru	\$0.75	
Giant / Martins	Feasterville	Red/Green	Bulk	Ecuador	3/\$4	4/\$5
		Organic Red/Green	Bulk	Not shown	\$4.99	
Giant / Martins	Roslyn	Red/Green	Bulk	Ecuador	3/\$4	4/\$5
Shop Rite/Wakefern	Cherry Hill Twp	Red/Green	Bulk	Ecuador	4/\$5	
Target	Abington	Red/Green	Bulk	Ecuador	\$1.99	

# December Mango Displays: Philadelphia



Giant/Martins, Feasterville, PA



Target,  
Abington, PA



ShopRite/Wakefern,  
Cherry Hill Twp, NJ



Acme, Jenkintown, PA



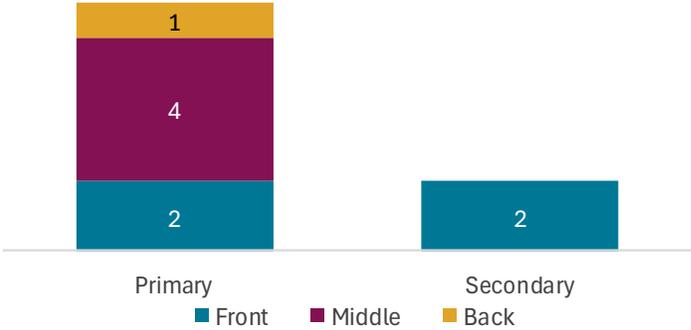
Aldi, Willow Grove, PA

# Phoenix/Prescott Market

# December Mango Displays: Phoenix

- ▶ In the Phoenix market, mango displays were most often located in the front or middle of the produce department.
- ▶ The primary mango displays averaged 4.2 SF; two stores had secondary displays, with an average of 5.0 SF.
- ▶ Only one store, Fry’s, dedicated more than a total of 10 SF to mangos, and only one store, Target, had less than 1 SF total.
- ▶ Mangos were most often located next to papaya, avocados, bananas, plantains, oranges, coconuts, dragon fruit, kiwifruit and pineapples.

Display Location: Phoenix



Fixtures	Primary	Secondary
Waterfall	6	1
Bin	1	1

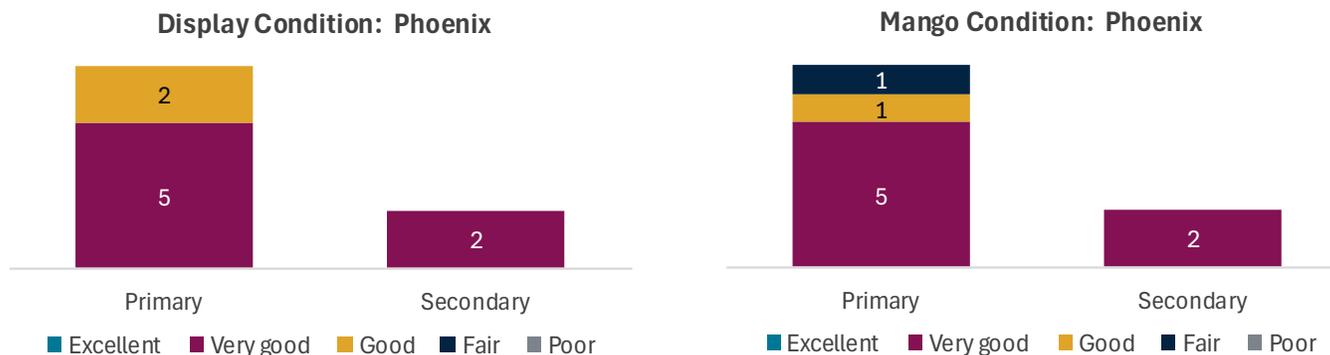
Average Space Primary Display:  
**4.2 SF**

Average Space Secondary Display:  
**5.0 SF**

Total Space:  
Fry’s  
**10.3 SF**

Smallest Total Space:  
Target  
**0.6 SF**

# December Mango Displays: Phoenix



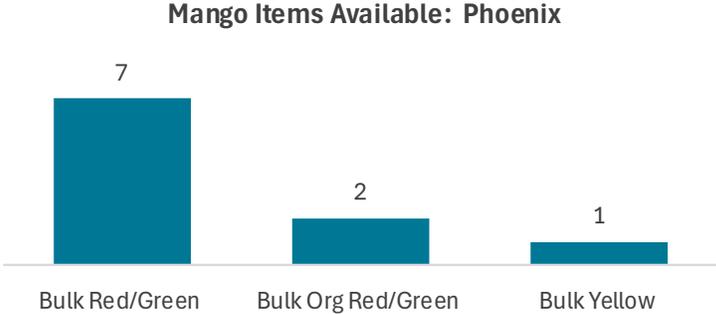
- ▶ Display conditions in the Phoenix market were generally very good; mango conditions were also typically very good.
- ▶ Displays were half full or fully stocked.
- ▶ All displays had signage, either price or sale signage.

Displays	Primary	Secondary
Fully stocked	3	1
Mostly full	2	
Half full	2	1
Low		
Empty		

Signage	Primary	Secondary
Total	7	2
Price	7	2
Ad/Promo	2	

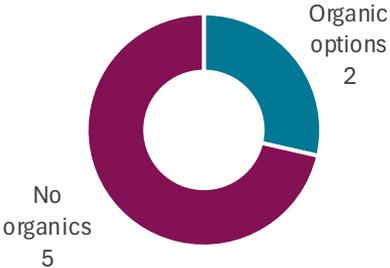
# December Mango Varieties: Phoenix

- ▶ All stores carried bulk red/green varieties, ranging in price from \$1.24 to 2/\$5.00.
- ▶ One stores carried bulk yellow mangos, priced at \$0.89.
- ▶ Two stores in the Phoenix market carried an organic option.
- ▶ Overall, two of the seven stores promoted mangos at the time of the store visits.
  - ▶ Promoted prices ranged from \$0.99 2/\$3.00.

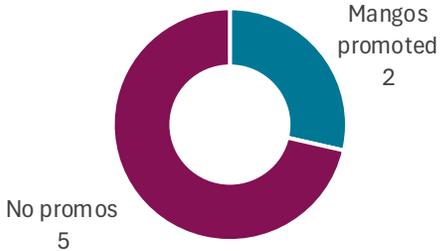


Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$1.24 – 2/\$5.00	\$0.99 – 2/\$3.00
Bulk Org Red/Green	2/\$5.00	n/a
Bulk Yellow	\$0.89	2/\$1.00

**Stores with Organic Mangos**



**Stores with Mango Promotions**



# December Mango Displays: Phoenix

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Bashas	Gilbert	1	1.7	Middle	Very good	Fair	Price	Bulk Red/Green
Frys	Mesa	2	10.3	Front, Back	Very good	Very good	Price	Bulk Red/Green
Frys	Scottsdale	2	8.1	Front, Middle	Very good, Good	Very good, Good	Price	Bulk Red/Green, Org Red/Green
Safeway	Mesa	1	4.8	Middle	Very good	Very good	Price, Promo	Bulk Red/Green, Bulk Yellow
Sprouts	Gilbert	1	5.3	Middle	Very good	Very good	Price, Promo	Bulk Red/Green, Org Red/Green
Target	Mesa	1	0.6	Front	Good	Very good	Price	Bulk Red/Green
Walmart	Chandler	1	9.0	Front	Very good	Very good	Price	Bulk Red/Green

# December Mango Varieties: Phoenix



Walmart, Chandler. AZ

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Bashas	Gilbert	Red/Green	Bulk	Ecuador	\$2.50	
Frys	Mesa	Red/Green	Bulk	Ecuador	3/\$5	
		Red/Green	Bulk	Ecuador	2/\$5	
Frys	Scottsdale	Red/Green	Bulk	Ecuador	2/\$5	
		Org Red/Green	Bulk	Ecuador	Not shown	
		Red/Green	Bulk	Ecuador	3/\$5	
Safeway	Mesa	Red/Green	Bulk	Ecuador	2/\$3	\$0.99
		Yellow	Bulk	Ecuador	\$0.89	2/\$1
Sprouts	Gilbert	Red/Green	Bulk	Ecuador	2/\$4	2/\$3
		Org Red/Green	Bulk	Ecuador	2/\$5	
Target	Mesa	Red/Green	Bulk	Ecuador	\$1.99	
Walmart	Chandler	Red/Green	Bulk	Ecuador	\$1.24	

# December Mango Displays: Phoenix



Bashas, Gilbert, AZ

Target, Mesa, AZ



Sprouts, Gilbert, AZ



Frys, Mesa, AZ



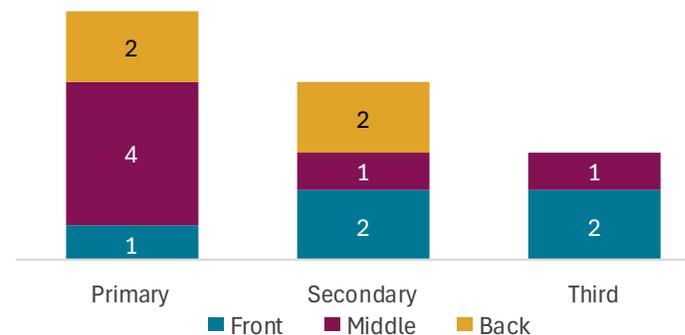
Safeway, Mesa, AZ

# Portland Market

# December Mango Displays: Portland

- ▶ In the Portland market, mango displays were located throughout the produce department.
- ▶ The primary mango displays averaged 5.1 SF; five stores had secondary displays, averaging a 2.1 SF.
- ▶ Two stores, one Safeway and one Kroger, dedicated more than a total of 12 SF to mangos. Three stores, two Safeways and one Kroger, had less than 5 SF total.
- ▶ Mangos were most often located next to kiwifruit, dragon fruit, persimmons, pineapples, apples, bananas, limes, plantains and pomegranates.

Display Location: Portland



Fixtures	Primary	Secondary	Third
End cap	2	4	2
Waterfall	4	1	2
Bin	1	1	
Table	2		

Average Space  
Primary Display:  
**5.1 SF**

Average Space  
Secondary Display:  
**2.1 SF**

Average Space  
Tertiary Display:  
**2.0 SF**

Total Space:  
Safeway  
**15.4 SF**

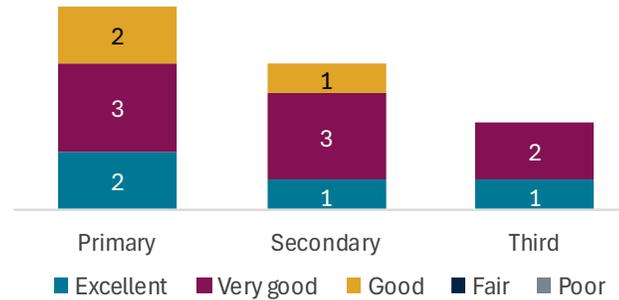
Smallest Total Space:  
Fred Meyer  
**2.4 SF**

# December Mango Displays: Portland

Display Condition: Portland



Mango Condition: Portland



- ▶ Display conditions in the Portland market were usually very good or excellent; mango conditions were also usually very good or excellent.
- ▶ Displays were all full or mostly full.
- ▶ Nearly all displays had signage, limited to pricing signage.

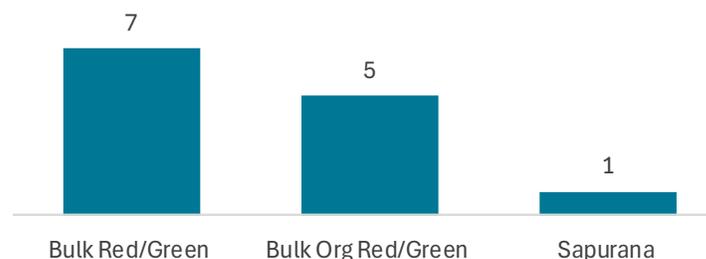
Displays	Primary	Secondary	Third
Fully stocked	6	5	1
Mostly full	1		2
Half full			
Low			
Empty			

Signage	Primary	Secondary	Third
Total	7	4	3
Price	7	4	3
Ad/Promo	2	1	1

# December Mango Varieties: Portland

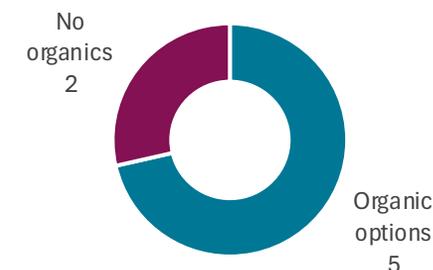
- ▶ All stores carried bulk red/green varieties, ranging in price from \$1.08 to 2/\$6.00.
- ▶ One store carried Sapurana mangos, priced at \$6.99.
- ▶ Five stores in the Portland market carried an organic option.
- ▶ Overall, two of the seven stores promoted mangos at the time of the store visits.
  - ▶ Promoted price ranged from 4/\$5.00 to 2/\$3.00.

Mango Items Available: Portland

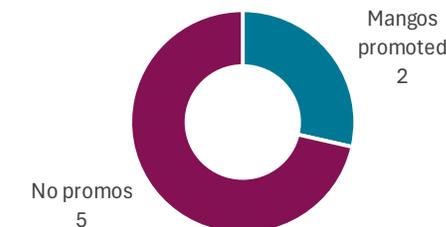


Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$1.08 – 2/\$6.00	4/\$5.00 – 2/\$3.00
Bulk Org Red/Green	\$2.49 - 2/\$7.00	n/a
Sapurana	\$6.99	n/a

Stores with Organic Mangos



Stores with Mango Promotions



# December Mango Displays: Portland

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Fred Meyer	Beaverton	3	12.6	Front, Back	Excellent, Very good	Excellent, Very good	Promo	Bulk Red/Green, Bulk Org Red/Green
Fred Meyer	Oak Grove	2	5.5	Back	Very good	Excellent, Good	Price	Bulk Red/Green, Bulk Org Red/Green
Fred Meyer	Tualatin	1	2.4	Middle	Very good	Good	Price	Bulk Red/Green
Safeway	Beaverton	3	15.4	Front, Middle	Excellent, Very good	Excellent, Very good, Good	Price, Promo	Bulk Red/Green, Bulk Org Red/Green, Sapurana
Safeway	King City	3	4.1	Front, Middle	Excellent, Good, Fair	Excellent, Very good	Price	Bulk Red/Green, Bulk Org Red/Green
Safeway	Lake Oswego	2	4.9	Front, Middle	Excellent, Very good	Very good	Price	Bulk Red/Green, Bulk Org Red/Green
Walmart	West Linn	1	7.5	Middle	Very good	Very good	Price, Promo	Bulk Red/Green

# December Mango Varieties: Portland



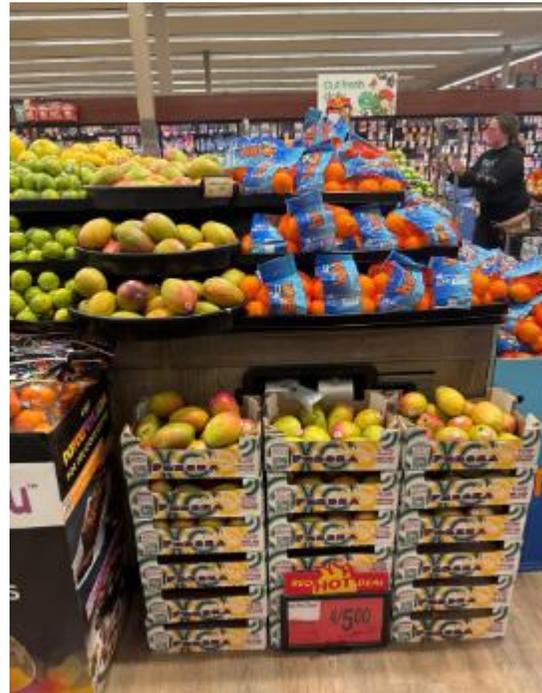
Fred Meyer. Beaverton, OR

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Fred Meyer	Beaverton	Red/Green	Bulk	Ecuador	2/\$4	2/\$3
		Org Red/Green	Bulk	Ecuador	\$3.00	
Fred Meyer	Oak Grove	Red/Green	Bulk	Ecuador	2/\$6	
		Red/Green	Bulk	Ecuador	2/\$4	
		Org Red/Green	Bulk	Ecuador	2/\$7	
Fred Meyer	Tualatin	Red/Green	Bulk	Ecuador	2/\$6	
Safeway	Beaverton	Red/Green	Bulk	Ecuador	\$1.99	4/\$5
		Org Red/Green	Bulk	Ecuador	\$2.49	
		Sapurana	Bulk	Ecuador	\$6.99	
Safeway	King City	Red/Green	Bulk	Ecuador	\$2.49	
		Red/Green	Bulk	Ecuador	\$1.99	
		Org Red/Green	Bulk	Ecuador	Not shown	
Safeway	Lake Oswego	Red/Green	Bulk	Ecuador	\$2.49	
		Org Red/Green	Bulk	Ecuador	\$2.49	
Walmart	West Linn	Red/Green	Bulk	Ecuador	\$1.08	

# December Mango Displays: Portland



Safeway, Lake Oswego, OR



Safeway, Beaverton, OR



Walmart, West Linn, OR

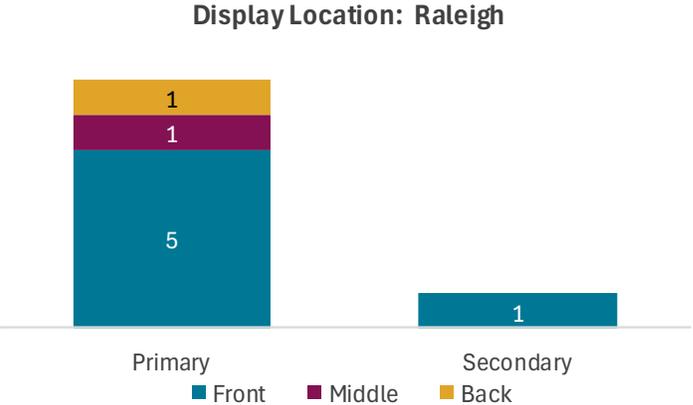


Fred Meyer, Tualatin, OR

# Raleigh/Durham/Fayetteville Market

# December Mango Displays: Raleigh

- ▶ In the Raleigh market, mango displays were most often located in the front of the produce department.
- ▶ The primary mango displays averaged 3.8 SF; one store had a slightly smaller secondary display, at 3.3 SF.
- ▶ Two stores, including Walmart and Aldi, dedicated more than a total of 6 SF to mangos. Two stores, including Food Lion and Lowes, had less than 2 SF total.
- ▶ Mangos were most often located next to bananas, apples, aloe vera, cantaloupe, coconut dragon fruit, kiwifruit, persimmons and oranges.



Fixtures	Primary	Secondary
Waterfall	5	1
End cap	1	
Bin	1	
Basket	1	

Average Space Primary Display:  
**3.8 SF**

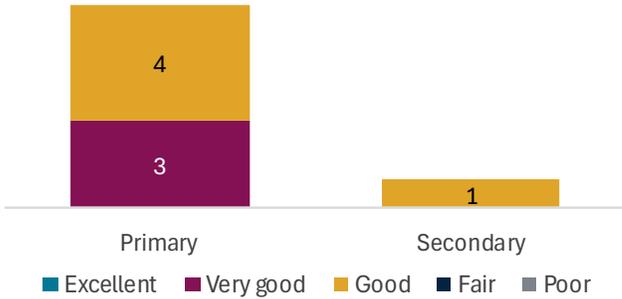
Average Space Secondary Display:  
**3.3 SF**

Total Space: Walmart  
**9.0 SF**

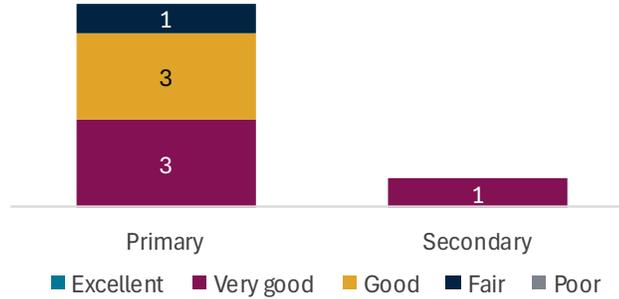
Smallest Total Space: Food Lion  
**0.9 SF**

# December Mango Displays: Raleigh

Display Condition: Raleigh



Mango Condition: Raleigh



- ▶ Display conditions in the Raleigh market were good or very good; mango conditions were also typically good or very good.
- ▶ Displays ranged from half full to full.
- ▶ All displays had pricing signage and two had promotion signage.

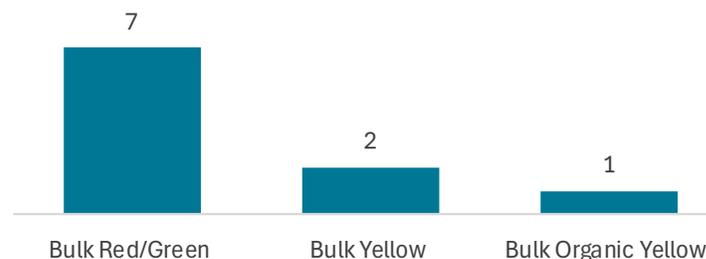
Displays	Primary	Secondary
Fully stocked	2	
Mostly full	3	1
Half full	2	
Low		
Empty		

Signage	Primary	Secondary
Total	7	1
Price	7	1
Ad/Promo	2	

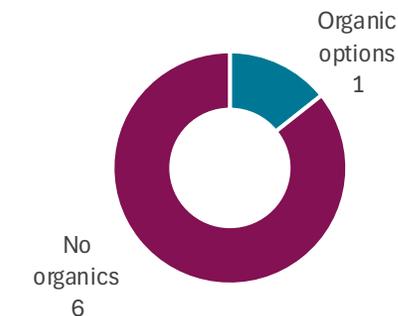
# December Mango Varieties: Raleigh

- ▶ All stores carried bulk red/green varieties, ranging in price from \$0.75 to \$2.49.
- ▶ Two stores carried bulk yellow mangos, with an everyday price of \$0.99.
- ▶ One store in the Raleigh market carried an organic option, bulk yellow organic mangoes priced at \$1.39.
- ▶ Overall, two of the seven stores promoted mangos at the time of the store visits.
  - ▶ Promoted price ranged from \$1.08 to 4/\$5.00.

Mango Items Available: Raleigh



Stores with Organic Mangos



Stores with Mango Promotions



Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$0.75 - \$2.49	\$1.08 - 4/\$5.00
Bulk Yellow	\$0.99	n/a
Bulk Org Yellow	\$1.39	n/a

# December Mango Displays: Raleigh

Retailer-	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Aldi	Cary	2	8.8	Front	Good	Very good	Price	Bulk Red/Green
Food Lion	Apex	1	2.0	Back	Good	Good	Price	Bulk Red/Green, Bulk Yellow
Food Lion	Cary	1	2.5	Front	Good	Good	Price	Bulk Red/Green, Bulk Organic Yellow
Food Lion	Raleigh	1	0.9	Middle	Good	Very good	Price	Bulk Red/Green, Bulk Yellow
Harris Teeter	Cary	1	5.3	Front	Very good	Fair	Price, Promo	Bulk Red/Green
Lowe's	Cary	1	1.7	Front	Very good	Very good	Price	Bulk Red/Green
Walmart	Cary	1	9.0	Front	Very good	Good	Price, Promo	Bulk Red/Green

# December Mango Varieties: Raleigh



Walmart. Cary, NC

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Aldi	Cary	Red/Green	Bulk	Ecuador	\$0.75	
Food Lion	Apex	Red/Green	Bulk	Ecuador	\$0.99	
		Yellow	Bulk	Ecuador	\$0.99	
Food Lion	Cary	Red/Green	Bulk	Ecuador	\$0.99	
		Organic Yellow	Bulk	Ecuador	\$1.39	
Food Lion	Raleigh	Red/Green	Bulk	Ecuador	\$0.99	
		Yellow	Bulk	Ecuador	\$0.99	
Harris Teeter	Cary	Red/Green	Bulk	Ecuador	\$2.49	4/\$5
Lowes	Cary	Red/Green	Bulk	Ecuador	2/\$4	
Walmart	Cary	Red/Green	Bulk	Ecuador	\$1.47	\$1.08

# December Mango Displays: Raleigh



Harris Teeter, Cary, NC



Aldi, Cary, NC



Food Lion, Raleigh, NC



Lowes, Fayetteville, NC



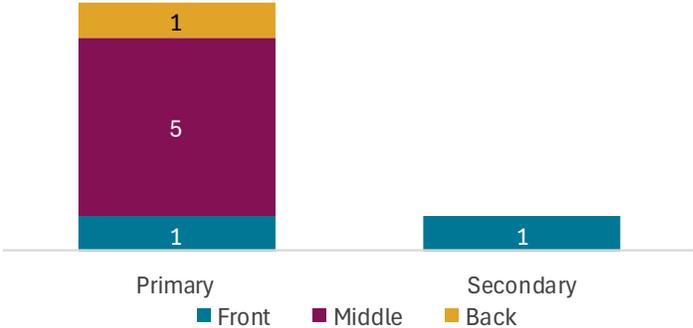
Food Lion, Cary, NC

# Sacramento/Stockton/Modesto Market

# December Mango Displays: Sacramento

- ▶ In the Sacramento market, mango displays were located throughout the produce department.
- ▶ The primary mango displays averaged 3.6 SF; one store had a larger secondary display with 9.0 SF.
- ▶ Only one store, Safeway, dedicated more than a total of 10 SF to mangos. Two stores, including Raleys and Target, had less than 2 SF total.
- ▶ Mangos were most often located next to kiwifruit, persimmons, apples, bananas, pineapples and oranges.

Display Location: Sacramento



Fixtures	Primary	Secondary
Table	3	1
Waterfall	3	
Bin	1	
Basket	1	

Average Space Primary Display:  
**3.6 SF**

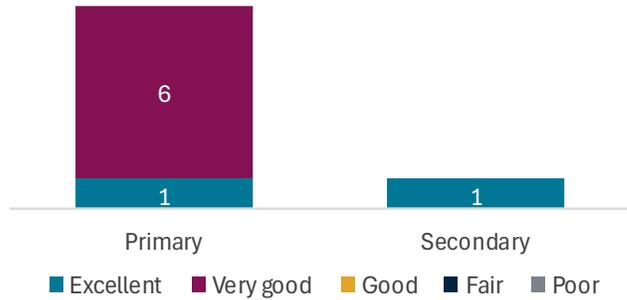
Average Space Secondary Display:  
**9.0 SF**

Total Space:  
**Safeway**  
**14.6 SF**

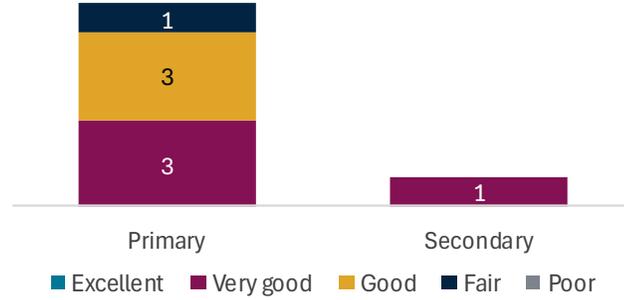
Smallest Total Space:  
**Raleys**  
**1.0 SF**

# December Mango Displays: Sacramento

Display Condition: Sacramento



Mango Condition: Sacramento



- ▶ Display conditions in the Sacramento market were excellent to very good; mango conditions were also usually good to very good.
- ▶ Displays were typically full or mostly full.
- ▶ All displays had signage. In addition to price and promotion, one store had variety signage.

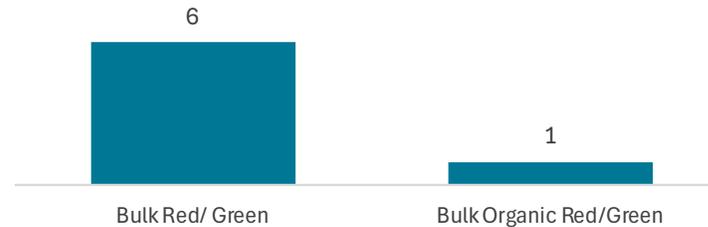
Displays	Primary	Secondary
Fully stocked	3	1
Mostly full	5	
Half full	1	
Low		
Empty	1	

Signage	Primary	Secondary
Total	7	1
Price	7	1
Ad/Promo	5	1
Variety	1	

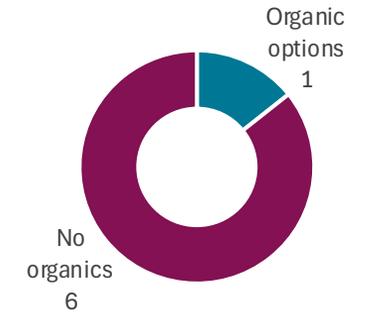
# December Mango Varieties: Sacramento

- ▶ Nearly all stores carried bulk red/green varieties, ranging in price from \$1.24 to \$1.99.
- ▶ One store in the Sacramento market carried an organic option, priced at \$3.19.
- ▶ Overall, five of the seven stores promoted mangos at the time of the visits.
  - ▶ Promoted price ranged from \$0.99 to 2/\$4.00.

Mango Items Available Sacramento

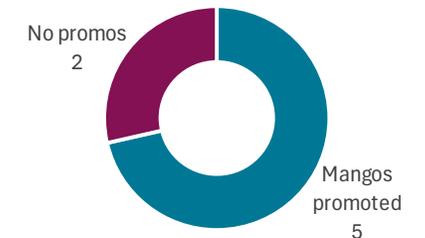


Stores with Organic Mangos



Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$1.24 - \$1.99	\$0.99 – 2/\$4.00
Bulk Org Red/Green	\$3.19	n/a

Stores with Mango Promotions



# December Mango Displays: Sacramento

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Raleys	Loomis	1	2.5	Middle	Very good	Very good	Price	Org Red/Green
Raleys	Sacramento	1	1.0	Middle	Excellent	Very good	Price, Promo	Bulk Red/Green
Safeway	Fair Oaks	2	14.6	Front, Back	Excellent, Very good	Very good, Good	Price, Promo	Bulk Red/Green
Safeway	Rocklin	1	4.7	Middle	Very good	Good	Price, Promo	Bulk Red/Green
Save Mart	Roseville	1	7.5	Middle	Very good	Very good	Price, Promo	Bulk Red/Green
Target	Sacramento	1	1.4	Front	Very good	n/a	Price	Bulk Red/Green
Walmart	Sacramento	1	2.6	Middle	Very good	Good	Price, Promo	Bulk Red/Green

# December Mango Varieties: Sacramento



Walmart, Sacramento, CA

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Raleys	Loomis	Organic Red/Green	Bulk	Ecuador	\$3.19	
Raleys	Sacramento	Red/Green	Bulk	Ecuador	\$1.99	2/\$3
Safeway	Fair Oaks	Red/Green	Bulk	Ecuador	\$1.99	\$0.99
Safeway	Rocklin	Red/Green	Bulk	Ecuador	\$1.99	\$0.99
Save Mart	Roseville	Red/Green	Bulk	Ecuador	Now shown	2/\$4
Target	Sacramento	Red/Green	Bulk	Not shown	\$1.39	
Walmart	Sacramento	Red/Green	Bulk	Ecuador	\$1.24	\$1.08

# December Mango Displays: Sacramento



Raleys, Loomis, CA



Raley's, Sacramento, CA



Safeway, Rocklin, CA



Safeway, Fair Oaks, CA



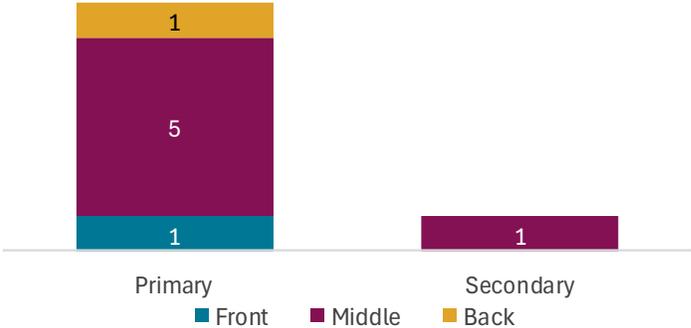
Save Mart, Roseville, CA

# Seattle/Tacoma Market

# December Mango Displays: Seattle

- ▶ In the Seattle market, mango displays were most often located in the middle of the produce department.
- ▶ The primary mango displays averaged 4.8 SF; one store had a secondary display with 9.0 SF.
- ▶ One store, Walmart, dedicated more than a total of 3 SF to mangos. Two stores, including QFC and Meijer, had less than 2 SF total.
- ▶ Mangos were most often located next to pineapples, papayas, plantains, bananas, coconuts, dragon fruit and melons.

Display Location: Seattle



Fixtures	Primary	Secondary
Table	4	1
Bin	2	1
Waterfall	1	
End cap		1

Average Space Primary Display:  
**4.8 SF**

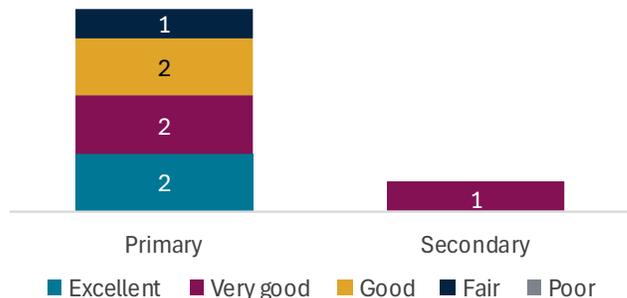
Average Space Secondary Display:  
**9.0 SF**

Total Space: Walmart  
**30.0 SF**

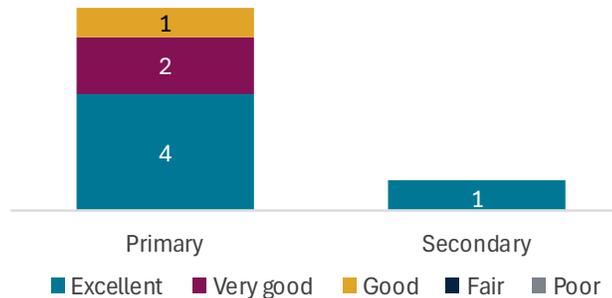
Smallest Total Space: Kroger  
**1.5 SF**

# December Mango Displays: Seattle

Display Condition: Seattle



Mango Condition: Seattle



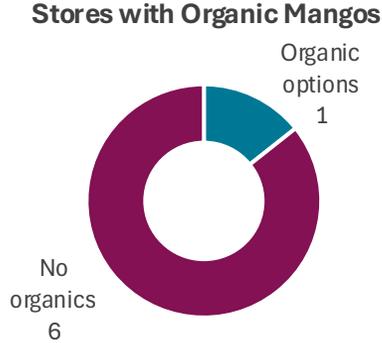
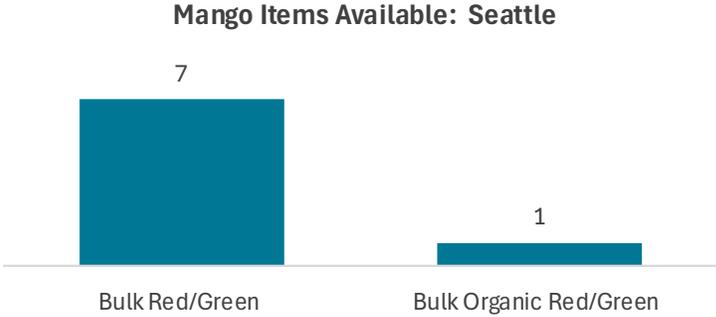
- ▶ Display conditions in the Seattle market ranged from excellent to poor; mango conditions were excellent to good.
- ▶ Displays ranged from low to fully stocked.
- ▶ All displays had signage, limited to price and ad signage.

Displays	Primary	Secondary
Fully stocked	3	1
Mostly full	1	
Half full		
Low	3	
Empty		

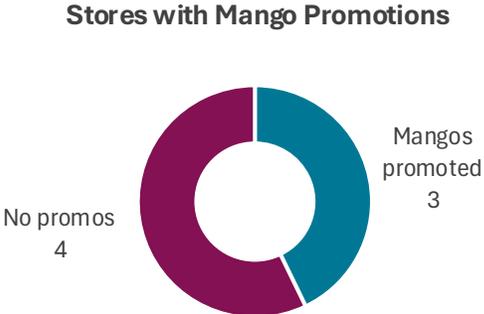
Signage	Primary	Secondary
Total	7	1
Price	7	1
Ad/Promo	3	1

# December Mango Varieties: Seattle

- ▶ All stores carried bulk red/green varieties, ranging in price from \$1.24 to 2/\$7.00.
- ▶ One store in the Seattle market carried an organic option, priced at 2/\$7.00
- ▶ Overall, three of the seven stores promoted mangos at the time of the visits.
  - ▶ Promoted price ranged from \$1.08 to \$1.49 for bulk red/green mangos.



Items	Reg. Price Range	Promo Price Range
Bulk Red/Green	\$1.24 – 2/\$7.00	\$1.08 – \$1.49
Bulk Org Red/Green	2/\$7.00	n/a



# December Mango Displays: Seattle

Retailer	City	Number of Displays	Total SF	Display Location	Display Conditions	Mango Conditions	Signage	Assortment
Fred Meyer	Bellevue	1	2.4	Middle	Good	Very good	Price, Promo	Bulk Red/Green
Fred Meyer	Renton	1	1.9	Middle	Very good	Excellent	Price, Promo	Bulk Red/Green
Grocery Outlet	Bellevue	1	2.1	Back	Very good	Good	Price	Bulk Red/Green
Grocery Outlet	Bellevue	1	2.6	Middle	Excellent	Excellent	Price	Bulk Red/Green
QFC	Kent	1	2.3	Middle	Fair	Very good	Price	Bulk Red/Green, Bulk Org Red/Green
QFC	Newcastle	1	1.5	Middle	Good	Excellent	Price	Bulk Red/Green
Walmart	Renton	2	21.0	Front, Middle	Excellent, Very good	Excellent	Price, Promo	Bulk Red/Green

# December Mango Varieties: Seattle



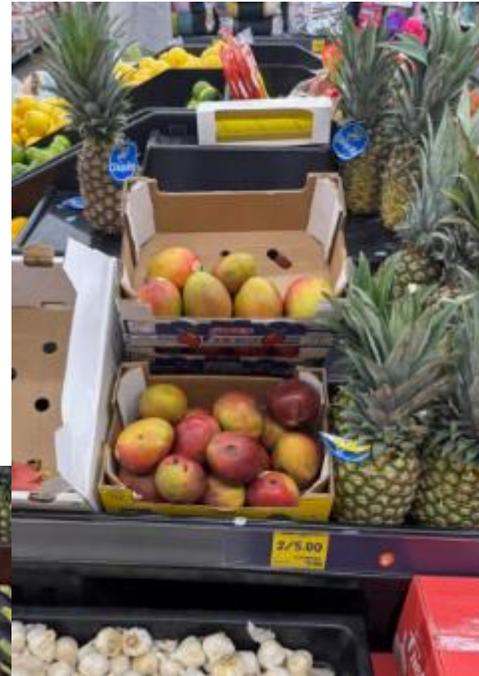
Grocery Outlet, Bellevue, WA

Retailer	City	Variety	Bulk/Pkg	Origin	Price	Sale Price
Fred Meyer	Bellevue	Red/Green	Bulk	Ecuador	2/\$4	\$1.49
Fred Meyer	Renton	Red/Green	Bulk	Ecuador	2/\$4	\$1.49
Grocery Outlet	Bellevue	Red/Green	Bulk	Ecuador	2/\$5	
Grocery Outlet	Bellevue	Red/Green	Bulk	Ecuador, Peru	2/\$5	
QFC	Kent	Red/Green	Bulk	Ecuador	2/\$7	
		Organic Red/Green	Bulk	Ecuador	2/\$7	
QFC	Newcastle	Red/Green	Bulk	Not shown	\$2.99	
Walmart	Renton	Red/Green	Bulk	Ecuador	\$1.24	\$1.08

# December Mango Displays: Seattle



Walmart, Renton, WA



Grocery Outlet, Bellevue, WA



Fred Meyer, Bellevue, WA



Fred Meyer, Renton, WA



QFC, Newcastle, WA

# Appendix

Store Lists

# Store Lists

Market	Retailer	Address	City	State
Albany	Aldi	1885 Central Ave	Colonie	NY
Albany	Hannaford/Shop N Save	96 Wolf Rd	Colonie	NY
Albany	Hannaford/Shop N Save	3333 Consaul Rd	Schenectady	NY
Albany	Price Chopper	475 Albany Shaker Rd	Albany	NY
Albany	Price Chopper	1730 Central Ave	Colonie	NY
Albany	Price Chopper	442 Balltown Road	Schenectady	NY
Albany	Walmart	141 Washington Ave	Albany	NY

Market	Retailer	Address	City	State
Austin	H E B	6001 W Parmer Ln	Austin	TX
Austin	H E B	500 W Canyon Ridge Dr	Austin	TX
Austin	H E B	2800 E Whitestone Blvd	Cedar Park	TX
Austin	H E B	250 University Blvd	Round Rock	TX
Austin	Randalls	1400 Cypress Creek Road	Cedar Park	TX
Austin	Walmart	13201 Ranch Rd 620 N	Austin	TX
Austin	Walmart	2801 E Whitestone Blvd	Cedar Park	TX

Market	Retailer	Address	City	State
Atlanta	Fresh Market	4405 Roswell Rd NE	Atlanta	GA
Atlanta	Ingles	4815 Rockbridge Crossing	Stone Mountain	GA
Atlanta	Kroger	3559 Chamblee Tucker Rd	Atlanta	GA
Atlanta	Kroger	227 Sandy Springs Pl NE	Sandy Springs	GA
Atlanta	Publix	3870 N Druid Hills	Decatur	GA
Atlanta	Publix	1100 Hammond Dr	Sandy Springs	GA
Atlanta	Walmart	1871 Chamblee Tucker Rd	Chamblee	GA

Market	Retailer	Address	City	State
Boston	Demoulas/Market Basket	110 Market Pl Dr	Waltham	MA
Boston	Hannaford	55 Russell St	Waltham	MA
Boston	Shaws	130 River St	Waltham	MA
Boston	Stop & Shop	105 Alewife Brook Prkwy	Somerville	MA
Boston	Stop & Shop	171 Watertown St	Watertown	MA
Boston	Target	550 Arsenal St	Watertown	MA
Boston	Whole Foods	105 Alewife Brook Prkwy	Cambridge	MA

# Store Lists

Markets	Retailer	Address	City	State
Chicago	Aldi	6250 W Touhy Ave	Niles	IL
Chicago	Jewel Osco	1860 S Arlington Heights Rd	Arlington Heights	IL
Chicago	Jewel Osco	5665 Touhy Ave	Niles	IL
Chicago	Mariano's	802 E Northwest Hwy	Arlington Heights	IL
Chicago	Meijer	1301 Meijer Dr	Rolling Meadows	IL
Chicago	Tonys Finer Foods	8900 N Greenwood Ave	Niles	IL
Chicago	Walmart	3626 Touhy Ave	Skokie	IL

Market	Retailer	Address	City	State
Denver	King Soopers	9731 W 58th Ave	Arvada	CO
Denver	King Soopers	1555 Quail St	Lakewood	CO
Denver	Safeway	11088 W Jewell Dr	Lakewood	CO
Denver	Safeway	3900 Wadsworth Blvd	Wheat Ridge	CO
Denver	Sprouts	7725 Wadsworth Blvd	Arvada	CO
Denver	Walmart	9400 Ralston Rd	Arvada	CO
Denver	Walmart	440 Wadsworth Blvd	Lakewood	CO

Market	Retailer	Address	City	State
Cincinnati	Aldi	425 E Kemper Rd	Springdale	OH
Cincinnati	Kroger	12164 Lebanon Rd	Cincinnati	OH
Cincinnati	Kroger	800 Loveland Madeira Rd	Loveland	OH
Cincinnati	Kroger	824 Main St	Milford	OH
Cincinnati	Meijer	3911 US-22 #3	Loveland	OH
Cincinnati	Save A Lot	1864 E Seymour Ave	Cincinnati	OH
Cincinnati	Walmart	2801 Cunningham Dr	Cincinnati	OH

Market	Retailer	Address	City	State
Detroit	Aldi	29475 Mound Rd	Warren	MI
Detroit	Kroger	7644 26 Mile Rd	Shelby Township	MI
Detroit	Kroger	43893 Schoenherr Rd	Sterling Heights	MI
Detroit	Kroger	31200 Schoenherr Rd	Warren	MI
Detroit	Meijer	15055 Hall Rd	Shelby Township	MI
Detroit	Meijer	25225 Schoenherr Rd	Warren	MI
Detroit	Walmart	33201 Van Dyke Ave	Sterling Heights	MI

# Store Lists

Markets	Retailer	Address	City	State
Indianapolis	Aldi	5151 E. 82nd St	Indianapolis	IN
Indianapolis	Kroger	9799 E 116th ST	Fishers	IN
Indianapolis	Kroger	5810 E 71st St	Indianapolis	IN
Indianapolis	Kroger	1365 E 86th St	Indianapolis	IN
Indianapolis	Meijer	8375 E 96th St	Indianapolis	IN
Indianapolis	Walmart	8300 E 96th St	Fishers	IN
Indianapolis	Walmart	7325 N Keystone Ave	Indianapolis	IN

Market	Retailer	Address	City	State
Miami	Aldi	15033 S Dixie Hwy	Palmetto Bay	FL
Miami	Publix	1401 Monza Ave	Coral Gables	FL
Miami	Publix	9105 S Dadeland Blvd	Miami	FL
Miami	Publix	2270 SW 27th Ave	Miami	FL
Miami	Publix	14601 S Dixie Hwy	Palmetto Bay	FL
Miami	Walmart	21151 S Dixie Hwy	Miami	FL
Miami	Winn Dixie	19167 S Dixie Hwy	Cutler Bay	FL

Market	Retailer	Address	City	State
Los Angeles	Albertsons	1735 Artesia Blvd	Gardenia	CA
Los Angeles	Food 4 Less	14500 Ocean Gate Ave	Hawthorne	CA
Los Angeles	Ralphs	11727 W Olympic Blvd	Los Angeles	CA
Los Angeles	Smart & Final	604 Lincoln Blvd	Venice	CA
Los Angeles	Stater Bros Markets	1745 Berkeley St	Santa Monica	CA
Los Angeles	Trader Joes	3456 S. Sepulveda Blvd	Los Angeles	CA
Los Angeles	Vons	3118 S. Sepulveda	Los Angeles	CA

Market	Retailer	Address	City	State
Nashville	Kroger	7087 South	Nashville	TN
Nashville	Kroger	2020 Mallory Ln	Franklin	TN
Nashville	Kroger	5713 Edmondson Pike	Nashville	TN
Nashville	Publix	8105 Moores Ln	Brentwood	TN
Nashville	Publix	15544 Old Hickory Blvd	Nashville	TN
Nashville	Walmart	3600 Mallory Ln	Franklin	TN
Nashville	Walmart	5531 Edmondson Pike	Nashville	TN

# Store Lists

Market	Retailer	Address	City	State
New Orleans	Rouses	4041 Williams Blvd	Kenner	LA
New Orleans	Rouses	2900 Veterans Memorial Blvd	Metairie	LA
New Orleans	Rouses	4645 Freret St	New Orleans	LA
New Orleans	Walmart	5110 Jefferson Hwy	Harahan	LA
New Orleans	Walmart	1901 Tchoupitoulas ST	New Orleans	LA
New Orleans	Winn Dixie	211 Veterans Memorial Blvd	Metairie	LA
New Orleans	Winn Dixie	5400 Tchoupitoulas ST	New Orleans	LA

Market	Retailer	Address	City	State
Philadelphia	Acme Market	105 E Street Rd	Feasterville Treose	PA
Philadelphia	Acme Market	323 Old York Rd	Jenkintown	PA
Philadelphia	Aldi	1955 Davisville Rd	Willow Grove	PA
Philadelphia	Giant / Martins	176 W St Rd	Feasterville	PA
Philadelphia	Giant / Martins	2350 Susquehanna Rd	Roslyn	PA
Philadelphia	Shop Rite/Wakefern	2240 Marlton Pike W	Cherry Hill Twp	NJ
Philadelphia	Target	1495 Old York Rd	Abington	PA

Market	Retailer	Address	City	State
Orlando	Aldi	9250 W Colonial Dr	Ocoee	FL
Orlando	Publix	851 S State Rd 434	Altamonte Springs	FL
Orlando	Publix	8863 W Colonial Dr	Ocoee	FL
Orlando	Publix	1500 E Colonial Dr	Orlando	FL
Orlando	Walmart	10500 W Colonial Dr	Ocoee	FL
Orlando	Winn Dixie	340 S State Rd 434	Altamonte Springs	FL
Orlando	Winn Dixie	2960 Curry Ford Rd	Orlando	FL

Market	Retailer	Address	City	State
Phoenix	Bashas	99 S Higley Rd	Gilbert	AZ
Phoenix	Frys	554 W Baseline Rd	Mesa	AZ
Phoenix	Frys	7770 E McDowell Rd	Scottsdale	AZ
Phoenix	Safeway	1225 Guadalupe Rd	Mesa	AZ
Phoenix	Sprouts Farmers Market	1668 N Higley Rd	Gilbert	AZ
Phoenix	Target	1135 S Gilbert Rd	Mesa	AZ
Phoenix	Walmart	800 W. Warner Rd	Chandler	AZ

# Store Lists

Market	Retailer	Address	City	State
Portland	Fred Meyer	11425 SW Beaverton Hillsdale Hwy	Beaverton	OR
Portland	Fred Meyer	14700 SE McLoughlin Blvd	Oak Grove	OR
Portland	Fred Meyer	19200 SW Martinazzi Ave	Tualatin	OR
Portland	Safeway	14555 SW Teal Blvd	Beaverton	OR
Portland	Safeway	15570 SW Hwy	King City	OR
Portland	Safeway	401 A Ave	Lake Oswego	OR
Portland	Walmart	19133 Willamette Dr	West Linn	OR

Market	Retailer	Address	City	State
Sacramento	Raleys	6119 Horseshoe Bar Rd	Loomis	CA
Sacramento	Raleys	3518 Marconi Ave	Sacramento	CA
Sacramento	Safeway	5450 Dewey Dr	Fair Oaks	CA
Sacramento	Safeway	2220 Sunset Blvd	Rocklin	CA
Sacramento	Save Mart	5060 Foothills Blvd	Roseville	CA
Sacramento	Target	5001 Madison Ave	Sacramento	CA
Sacramento	Walmart	5821 Antelope Rd	Sacramento	CA

Market	Retailer	Address	City	State
Raleigh	Aldi	1315 Kildaire Farm Rd	Cary	NC
Raleigh	Food Lion	620 Laura Duncan Rd	Apex	NC
Raleigh	Food Lion	980 Kildaire Farm Rd	Cary	NC
Raleigh	Food Lion	4817 Grove Barton Rd	Raleigh	NC
Raleigh	Harris Teeter	885 Walnut St	Cary	NC
Raleigh	Lowes	6430 Tryon Rd	Cary	NC
Raleigh	Walmart	2010 Kildaire Farm Rd	Cary	NC

Market	Retailer	Address	City	State
Seattle	Fred Meyer	2041 148th Ave NE	Bellevue	WA
Seattle	Fred Meyer	365 Renton Center Way SW	Renton	WA
Seattle	Grocery Outlet	15625 NE 8th St	Bellevue	WA
Seattle	Grocery Outlet	2809 NE Sunset Blvd	Bellevue	WA
Seattle	QFC	13304 SE 204th St	Kent	WA
Seattle	QFC	6940 Coal Creek Pkwy SE	Newcastle	WA
Seattle	Walmart	743 Rainier Ave S	Renton	WA



# Thank you!

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